

LIFE

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BUT DOESN'T BREAK
THE LAST SCIENTIFIC WORD



CANCAN LINGERIE

20 CENTS

JULY 27, 1953

Only the Cycla-matic Frigidaire gives you all three

1

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Separate frozen storage for almost 50 lbs. of foods—frozen by *you* or bought when specials are most attractive. Cuts down shopping trips. Keeps fresh flavor locked in (safely for months, if you choose).

2

Defrosts itself

No controls to set. No pans to empty. Nothing to do or remember. Frigidaire's Cycla-matic Defrosting in the refrigerator compartment is completely automatic; banishes frost before it collects.

3

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No more treasure hunts on back shelves. Every shelf glides all the way out, brings the back to the front for easy picking. (All shelves are aluminum, too).

Compare Frigidaire! Compare the big freezer. Compare Cycla-matic Defrosting. Compare the roll-out shelves . . . the Quick-ube ice trays, the simple, silent Meter-Miser mechanism that provides exactly the right cold levels through years and years of care-free service. Compare Frigidaire with any refrigerator you ever saw or heard about!

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Refrigerators
serve in more
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See your Frigidaire dealer. Look for his name in the Yellow Pages of your phone book, or write Frigidaire, Dept. 2138, Dayton 1, Ohio, for free folder. In Canada, Toronto 13, Ontario.

Cycla-matic Frigidaire

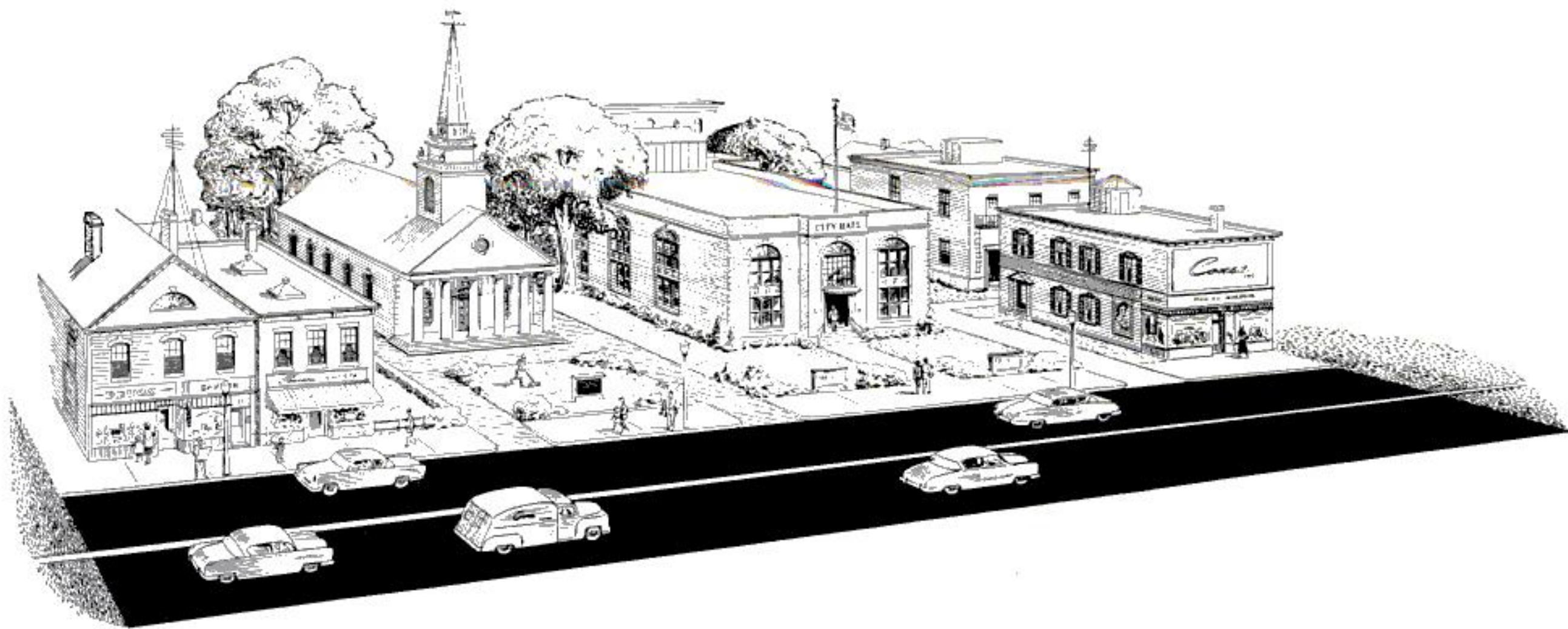


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Imperial Model IS-106

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with Natural Rubber



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America's Newest Highway Development

In every city, town and village the battle goes on against rising highway costs.

How about *your* community?

If your community, like many others, is fighting a losing battle, here's exciting news for you and for every highway official and taxpayer in your city or town.

Laboratory tests to date show that natural rubber powder, added to ordinary asphalt paving mix, will make roads that last longer, require less repair and cost less in the long run. When proven by test roads, this will mean millions of dollars of savings for the taxpayers.

Natural rubber-asphalt test roads have already been laid in nineteen states in the U. S. and in several provinces of Canada. According to a recent survey, already over a third of American highway engineers are convinced that rubber roads will become *standard* in this country.

Natural Rubber Bureau

1631 K Street, N. W., Washington 6, D. C.

How to Test Natural Rubber Roads by PAVE A BLOCK Plan

By paving a block with natural rubber-asphalt, any town or city can make its own test under its own particular climatic and traffic conditions to find out how much money rubber roads will save them in years to come.

A natural rubber test section is inexpensive and easy to lay. It requires only the addition of a small amount of natural rubber powder to the mix, using conventional paving methods and equipment. The natural rubber powder costs less than \$500 for the average block.

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Please send me, without obligation, information on how to PAVE A BLOCK with natural rubber-asphalt road surfacing.

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TITLE.....

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CHAMPIONS That Deliver Mileage **LIKE THIS**

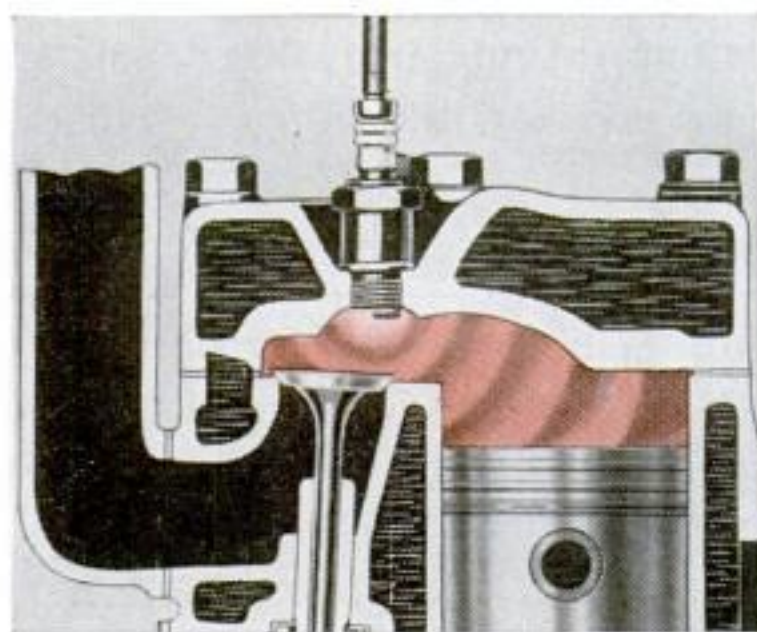
27.03 MILES PER GALLON FOR 1206 MILES

Will Make **YOUR CAR** a Gas Miser, Too!

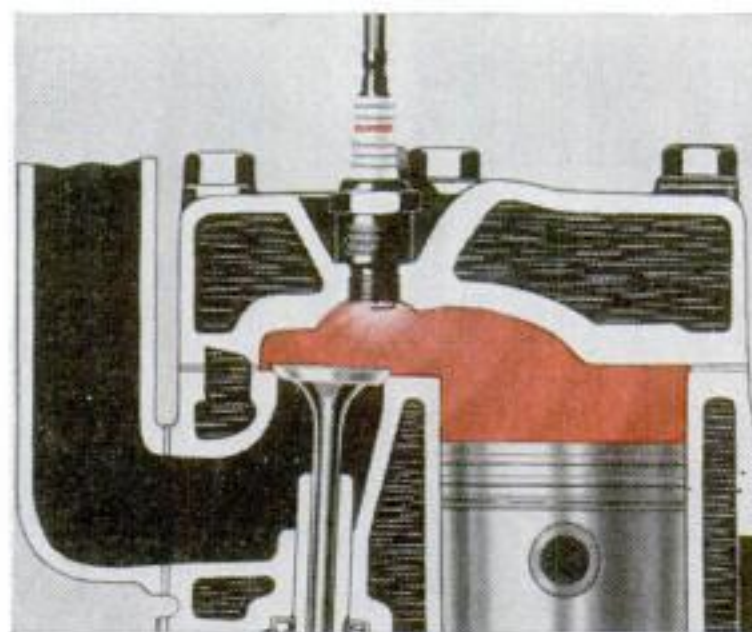


Says LES VILAND, 1953's Champion Economy Driver:

"We measure gasoline with an eye-dropper in the Mobilgas Economy Run, and Champion Spark Plugs, as usual, were completely dependable in turning every drop into mileage. I don't know of better spark plugs than Champions."



INEFFICIENT PLUGS waste gasoline because a weak spark does not ignite all the gas in the combustion chamber. Unburned gasoline goes out the exhaust.



PRECISION MADE CHAMPIONS give a full-firing spark which burns all the gasoline and turns it into useful power, allowing your engine to perform properly.

For the fourth straight year Champion Spark Plugs were used by the Sweepstakes Winner of the famed Mobilgas Economy Run—helping a Ford Mainline 6 (with overdrive) get 27.03 miles per gallon in the AAA-supervised contest.

Here's proof, once again, that to get the utmost in economy from your car look first to your spark plugs. Make sure they're clean! Make sure they're Champions!

Men whose livelihood depends on perfect engine performance long have known that Champion's sharp, hot, steady spark causes instant and complete combustion—puts every drop of gasoline to work!

Make your own Economy Run—every day—with Champions. You'll find you can't afford to use ordinary spark plugs!

FLASH: Thirty-two of the 33 starting cars in the 1953 Indianapolis "500", including winner Bill Vukovich and all the finishers, were Champion-equipped.

CHAMPION

AMERICA'S FAVORITE SPARK PLUGS

To encourage you and your family to collect and appreciate the great Art Treasures of the World

We Invite You To Accept for only \$1⁰⁰
Both of these Portfolios—32 Paintings by

VAN GOGH AND TOULOUSE-LAUTREC

faithfully reproduced in Full Color—Framing size 11 x 15 inches. Ideal for walls, and for Portfolio display.



One size! Rotate them in one or two frames for exciting variety of color and design.



Turn picture-poor walls into colorful conversation pieces!



The monthly Art Course is a handsome 7"x10" brochure, filled with famous paintings to help you better understand and appreciate art.

Now you can collect the best-loved paintings of Rembrandt, Degas, Renoir, Cezanne and other great artists at a fraction of the usual cost!

PAUSING in their work at leading museums, galleries, universities and other art centers—thirteen of the world's foremost art authorities have created a remarkable opportunity for you and your children.

Each of these renowned specialists has selected 16 of the greatest masterpieces by the artist whose work he knows best—Van Gogh, Degas, Rembrandt, Renoir, El Greco, Cezanne, and others equally famous.

As an introduction to this program of ART TREASURES OF THE WORLD we invite you and your family to examine two beautiful collectors' Portfolios of paintings by Van Gogh and Toulouse-Lautrec—32 paintings reproduced in exquisite full color, 30 of which are mounted on 11" x 15" ready-to-frame mats. Each portfolio is handsomely bound with a full color illustrated cover and covered with acetate. Although these Portfolios are sold to subscribers at \$2.95 each, you may have *both* the Van Gogh and Toulouse-Lautrec Collections for only one dollar.

So perfectly do these magnificent reproductions duplicate the brilliant colors, intricate detail and fine shadings that art teachers confidently use them as substitutes for the originals! So perfectly in fact, that you will be tempted to reach out and feel the textures of pigment and canvas . . . run your fingers over the visible brush marks!

AN ART EDUCATION AT YOUR FINGERTIPS

In his own words each authority contributing to this program has simply and clearly explained why the artist deserves to rank with the immortals of art; what there is about his works that keep them fresh and inspiring through the changing decades.

Here, for you and your family to enjoy, are the breathtaking scenes, still lifes, landscapes, nudes,

portraits that have brought pleasure to countless art lovers, students, children.

In addition, you will receive a course in Art Appreciation. With every portfolio a treatise by a famous scholar on such subjects as color; composition; technique; abstraction; will be sent to you. The course is distributed only to members.

BREATHTAKING BEAUTY FOR PICTURE-POOR WALLS

The same radiant beauty that draws millions of people to see these masterworks in the museums and galleries will fill your home with breathtaking color and design. And, since all the matted reproductions are identical in size, you can interchange pictures freely—make your walls a gallery of great art, for as little as 19¢ each!

HOW THIS COLLECTOR'S PLAN OPERATES

Mail the coupon at once, together with your dollar, and we will promptly send you your Van Gogh and Toulouse-Lautrec Portfolios and a free copy of the first treatise of your Art Appreciation Course. In addition, we will be happy to extend to you the courtesy of an Associate Membership. *Associate Membership does not obligate you to purchase any additional Portfolios ever!* However, each month as each new collection is released it will be announced to you in advance for the special member's price of only \$2.95. If you do not wish to purchase any particular Collection, simply return the form provided for that purpose. A section from the Art Appreciation Course will be included free with every Portfolio you accept.

Because of the infinite care required to produce these matchless reproductions the supply is necessarily limited. Therefore, we earnestly request that you take advantage of this amazing introductory offer, send your dollar for the Van Gogh and Toulouse-Lautrec Collections *now!*

Acclaimed By Critics, Artists and Art Lovers!

"The next best thing to owning the original paintings. The brush strokes are so distinct you can almost feel the paint surface." **Louise Bruner, Cleveland News**

"Monumental productions . . . The unusual quality of the color plates comes nearer to exact reproduction of color and brush work than any we have seen."

Ernest Watson, Editor, American Artist Magazine
 "Every reproduction in this series is worth framing."
Baltimore News Post

"The series is sumptuous no less, priced so amazingly low it will make you blink in disbelief. The art lover who doesn't take a look at these is doing himself an injustice."
St. Louis Globe Dispatch

"No praise can be too high for this . . . venture."
Los Angeles Times

" . . . the quality of the reproductions in the series does seem miraculous . . ."

Clement Greenberg, New York Times

" . . . no more beautiful works have ever before been offered to the American public. They constitute in themselves a fabulous art gallery for the home."

Wilmington Journal

Art Treasures of the World, Dept. 555

L-7

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Please send me the Van Gogh and Toulouse-Lautrec Portfolios of 32 full-color, framing-size reproductions, plus the first treatise from your Art Appreciation Course, for which I enclose \$1.00. Each month, as an Associate member in Art Treasures of the World I will receive advance notice of the new Portfolio of reproductions by a famous painter, including a new section from the Art Appreciation Course, which I may purchase at the special member's price of only \$2.95 for both, plus delivery charge. However, I may decline to accept any or all of the Portfolios offered to me.

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This One



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New! Big General Electric UPRIGHT Freezer for Your Kitchen!

New-style freezer is so roomy! Holds 490 lbs. of food!

WHY IT PAYS TO OWN A G-E FREEZER!



No need to go shopping when the weather's bad. Your compact General Electric Freezer holds a big variety of foods.



You can entertain unexpected guests royally at a moment's notice. No last minute paring, peeling or washing of food!



Food from your garden the year 'round! And you can save on food bills, because you can stock up when the price is right.



So dependable! Your G-E Freezer has the same sealed refrigerating unit that has kept 3,500,000 G-E Refrigerators operating so satisfactorily for periods of 10 years and longer.



New G-E 14-cu-ft Upright Freezer holds 490 lbs. About \$5.36* weekly after small down payment.

Here is General Electric's newest food freezer. It holds about a six months' supply of frozen foods for the average family of four, yet the beautifully styled cabinet occupies less than a square yard of floor space.

This compact freezer lets you store seasonal foods in quantity—keeps them where you can reach them easily—any time. The freezer provides constant zero temperature throughout. It freezes fast, operates as quietly as a G-E Refrigerator.

Look for such features as:

- Two sliding, adjustable shelves!
- Two big, removable baskets!
- New Stor-well gives extra storage space under baskets for bulky packages!
- New frozen-juice can-dispenser keeps 16 cans of juice at your fingertips!

You can't match the new G-E Upright Freezer for convenience, utility or economy. See it soon, along with the G-E chest-type models, at your G-E dealer's. General Electric Company, Louisville 2, Kentucky.

CHOOSE FROM G.E.'s COMPLETE LINE!



New G-E 11-cu-ft Freezer holds 389 lbs. Ideal for large families or for those who entertain frequently. About \$4.67* weekly after small down payment.

New G-E 7-cu-ft Freezer holds 245 lbs. Specially designed for smaller homes and kitchens—takes less than 3x3 ft floor space. About \$3.36* weekly after small down payment.



Dependable! Has the same sealed refrigerating system as the G-E Refrigerator!

* See your dealer for exact terms. Prices and specifications subject to change without notice.

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He didn't know how to stand still

THEY'VE GOT Daniel Boone in the schoolbooks now, and it's the last place he ever expected to be. In his lifetime, nothing and nobody could make Daniel Boone stay put.

He was a man with the urge to get going. He couldn't rest until he'd had a look at things just beyond the next line of hills.

It started in Pennsylvania, where Daniel was born—a wild frontier settlement then, but not wild enough for the Boones. So they piled their goods on a wagon and moseyed down to the Yadkin valley in North Carolina.

Here, alone in the land, with buffalos for neighbors and deer for his friends, Daniel grew up. He learned the ways of the woods, animal ways and Indian ways; learned to hunt and survive; and learned to hear the soft, clear call of the land ahead that never leaves a man once he has heard it.

All his life he followed that call. It took him westward beyond the maps, over mountains no man had climbed before, across rivers no human eyes had seen. Three times the Indians captured him, and three times he escaped. Not even the strong ropes of twisted rawhide could keep Daniel Boone in one place.

In a country so new and big that no mind could picture it all, it was good that there were men like Boone who didn't know how to stand still. Where he went, others followed. He opened the way, and the growing, prospering life of America flowed into the new land behind him.

Yes, they've got Daniel Boone in the schoolbooks now, but they can't make him stay put. Every year, thousands of American kids find him and let him out. They spot him as one of themselves. They've got it, too—the drive to get on, the mover's urge that keeps this country growing better all the time.

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

LETTERS TO THE EDITORS

THE BRIDGES AT TOKO-RI

Sirs:

Thanks for myself and the other Nancy Brubakers who have for so very long carried the story you published ("The Bridges at Toko-ri," LIFE, July 6) engraved in our hearts.

In 1951 my husband wrote me from aboard a carrier in Korean waters: "I've seen men in my squadron fly against almost impossible odds, often to crash and sometimes not to return, but they seem to think what we're fighting for is worth it. It gets us all down, just as it does you, to know that the people back home don't know the real story about what's going on out here . . . or if they do know that they just don't give a damn."

I cannot find it in my heart to call this tragedy of errors "senseless." Were that so, my husband died in vain. Again my appreciation to James Michener for telling our story so vividly, and to LIFE for publishing it.

MRS. CHARLES MARION

Los Angeles, Calif.

● *The Bridges at Toko-ri* has now also been published in book form by Random House (\$2.50).—ED.

Sirs:

Michener's one-dimensional tear-jerker has as much depth as a windshield wiper and, if we consider the war itself, even less scope.

RICHARD J. CUSACK

New York, N.Y.

Sirs:

Thank God someone dares to write feeling instead of fact.

CAROL CRISSEY

Geneva, Ill.

Sirs:

If every so-called American would read Michener's novel the apathy which so many have concerning the Korean war might soon be turned into empathy.

JOAN YOUNG BAYLY

Pasadena, Calif.

Sirs:

I was especially interested in the story because my husband is flying a "winged Maytag" (F4U-4) off the U.S.S. *Princeton* in Korean waters. In recent months he had the honor of making the 25,000th landing made on the *Princeton* since she came out of mothballs. It was his 99th landing, his 83rd on that ship. He also has the dubious distinction of flying, seven years later, the same F4U that he flew off the *Princeton* in 1946. Too old for a plane and pretty old for a pilot too.

MRS. WILLIAM C. BLACKFORD JR.

Mountain View, Calif.

Sirs:

LIFE has often printed articles by Mr. Michener which were very informative and much appreciated. But now we are being forced to take our politics in soap opera form.

JAMES B. MITCHELL

Richmond, Va.

Sirs:

I shall never forget an attempt I made while in Korea to present a troop information talk on "Why we are in Korea." If those men could have read Michener's message their minds would have been satisfied.

BOB TAYLOR JR.

Nacogdoches, Texas

Sirs:

I don't think any other single piece of literature has so awakened me to the reality of the way in which brave men have died in Korea. Thank you for the jolt.

BILL HUGHEY

Dallas, Texas

SHELBURNE MUSEUM

Sirs:

Be advised that the letters T.O.T.E. on the Indian weather vane at the Shelburne Museum, which mystify experts ("A Visit to Our Past," LIFE, July 6), are part of the sign manual and secret work of the Improved Order of Redmen. Our organization, the oldest fraternal and patriotic order of purely American origin, had its inception 10 years before the Revolution.

ALFRED C. STEARNS

Portland, Maine

Sirs:

The letters stand for the Redmen's ancient Indian symbol, "Totem of the Eagle."

MRS. JOHN P. KARSHNER

Adelphi, Ohio

● Sworn not to divulge meaning of T.O.T.E., which appears on their badge (below, right), Redmen usually say it stands for "Too old to eat." Mrs. Karshner, however, is probably right.—ED.



Sirs:

The experts may be mystified because they overlooked the comma which makes the reversed letters on the weather vane (above, left) read TO,TE. The weather vane might have been a rooftop display, advertising that the place beneath sold TOBacco and TEa.

DONALD M. BROWN

New Rochelle, N.Y.

● The experts are still mystified.—ED.

BIG GRAIN BINS

Sirs:

I was rather surprised to notice in "College Boys Build Big Bins" (LIFE, July 6) the statement that Mr. Anderson's Toledo grain elevator will be "the largest in the Midwest." I would guess its capacity to be about three million bushels. My firm, Chalmers & Borton, has built 500 grain elevators, one of which we understand is the largest single unit elevator in this country—and in the world. It is located at Enid, Okla., and has 664 bins with a capacity of 15 million bushels.

P. E. LEWIS

Hutchinson, Kan.

● It is indeed the world's largest. LIFE should have said Mr. Anderson's was the biggest built in the Midwest in a single concrete pouring operation.—ED.

CHURCH-IN-THE-ROUND

Sirs:

Re "A Parish Gathers around the Lord" (LIFE, July 6), I beg to differ with your statement that Holyoke "now has a radically new octagonal . . . church which may be the only one of its kind in the world." The

Shrine of the Little Flower (below) in Royal Oak, Mich., whose pastor is the controversial Father Coughlin who gave the disputed radio talks a few years back, has had its altar "in the center surrounded by pews" since 1933.

PVT. NICK KIPTYK

Ft. Devens, Mass.



ANOTHER CHURCH-IN-THE-ROUND

DEEP IN THE TEXAS DROUGHT

Sirs:

Read where Texas is drying up ("Deep in the Drought of Texas," LIFE, July 6). If we're patient it may blow away. . . .

TOM MORROW

Birmingham, Ala.

Sirs:

The picture of Laredo preachers and an Air Force chaplain joining in public prayers for rain was a shocking demonstration of immature religion. If we assume God is good, it is unthinkable to stoop to the sort of praying that can only be regarded as trying to persuade a bad or indifferent God. We should be concerned not with what God can do, but with what he does do. Prayers for rain are cruelly misleading.

RANOLD F. PLOTT
Minister

First Methodist Church
Smith Center, Kan.

PRAYING MANTIS MAN

Sirs:

Had I known when I was young that the praying mantis was my friend, the knowledge would have saved me many a scare ("The Mantis Man," LIFE, July 6). I was told he was the Devil's Horse, and if he spit in my eye I would go blind. I remember scooting down a persimmon tree once with my head down and eyes closed to escape the Devil's Horse I had met on the way up. Now I feel like a possum frightened away from his favorite persimmon grove.

BEAUTON RILEY

Cooper, Texas

COVER

Sirs:

The weather was hot and humid, but your cover picture of Terry Moore made the day easier for us mail carriers. I had a pleasant feeling of lying on the cool sand with the surf gently washing over me every time I yanked a copy of LIFE out of my satchel—which was often.

FRANK WALTON

Glendale, Calif.

Sirs:

If that drowned-looking character in pants on your cover is "sexy," I'll eat my son's beanie.

LEON J. GINSBURG

Los Angeles, Calif.

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SPEAKING OF PICTURES



NOW RICHARD HAS FORSAKEN TOWERS TO TINKER WITH CARS

A small boy's fancy GROWS and GROWS and GROWS

In 1946, when he was 8 years old, Richard Hamar found a pile of old discarded lumber around the family summer home on Nantucket Island and he decided to build a lookout tower like the ones he had seen forest rangers climbing. It was a crude affair, five feet high and only slightly taller than Richard, but it gave him an idea. Next summer, when he returned to Nantucket, he built a taller tower. Every summer after that, except for the time he went off to camp in 1949, he built a new tower, each one taller than the last summer's and each one dutifully photographed by his father. Last summer Richard erected a mammoth structure, 50 feet high, and decided he had finally fulfilled himself as a tower-builder. Now his fancy has turned to something else (*above*) which keeps him close to the ground.

1948

1946

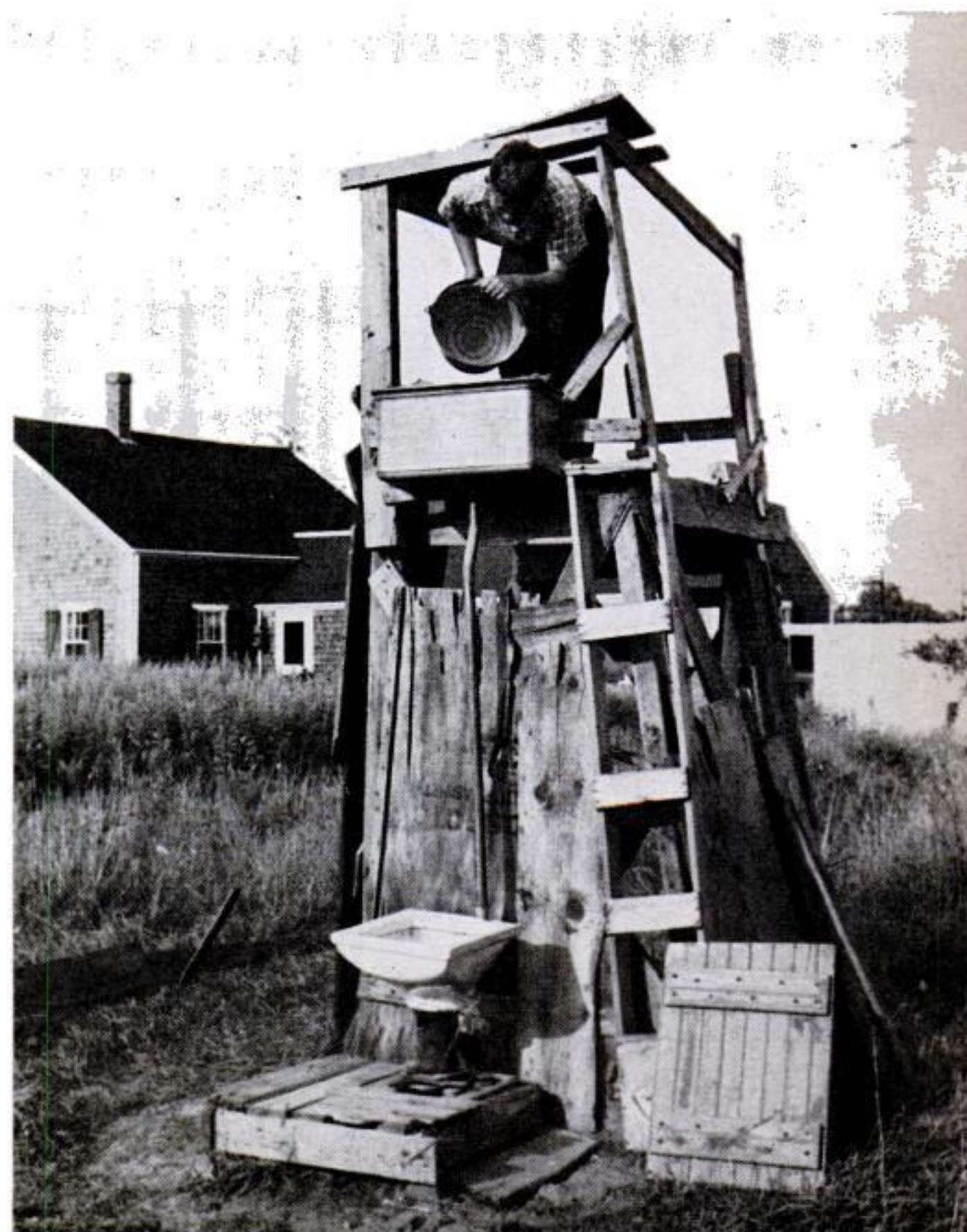


FIRST TOWER WAS CRUDE

1947

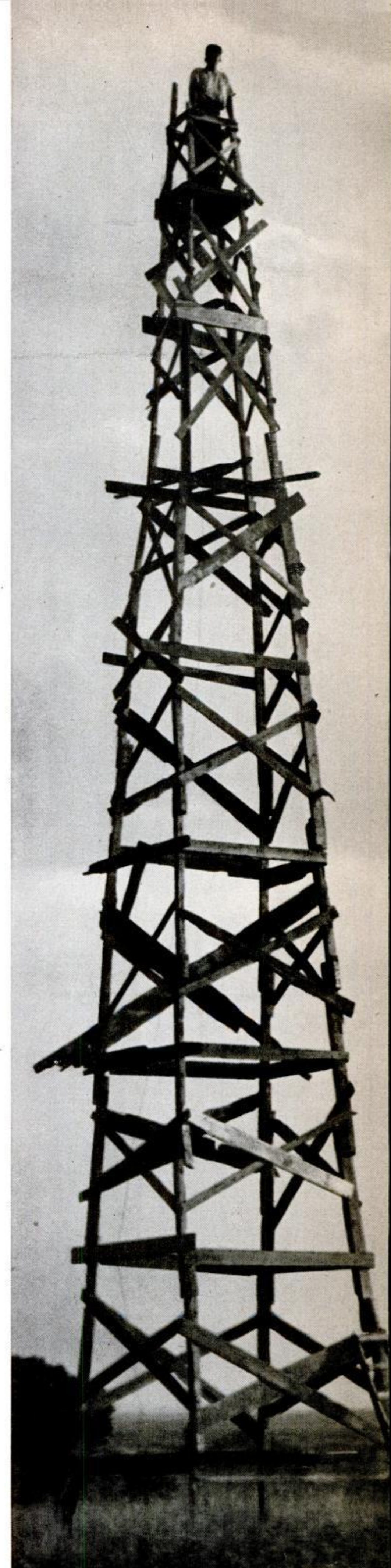


SECOND TOWER HAD STURDY GUARD RAILING ON TOP



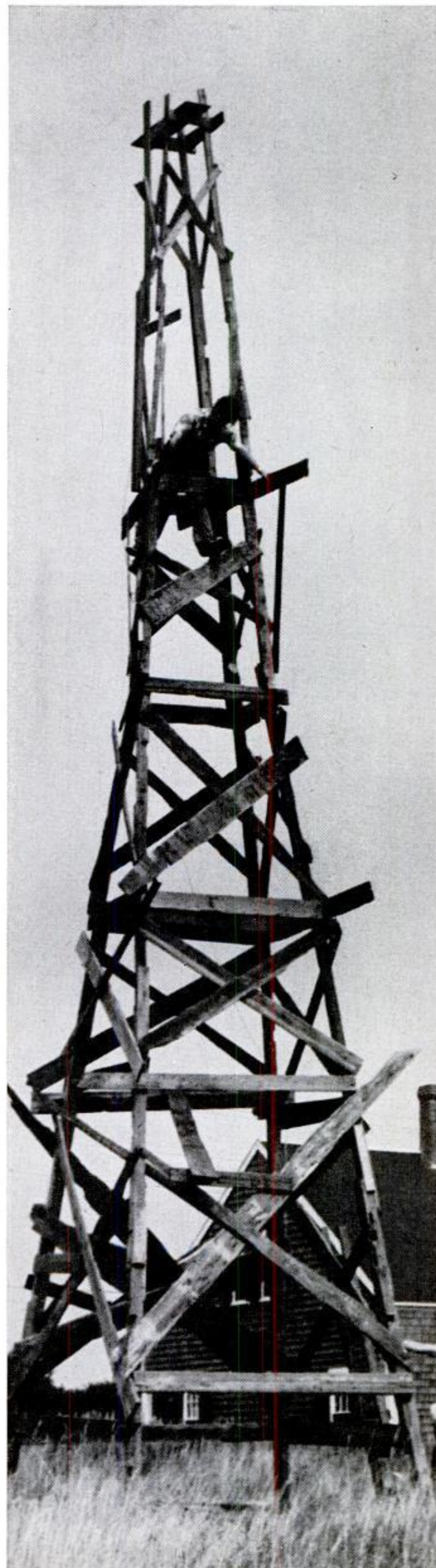
THIRD TOWER INCLUDED UNWORKABLE OLD PLUMBING EQUIPMENT

1952



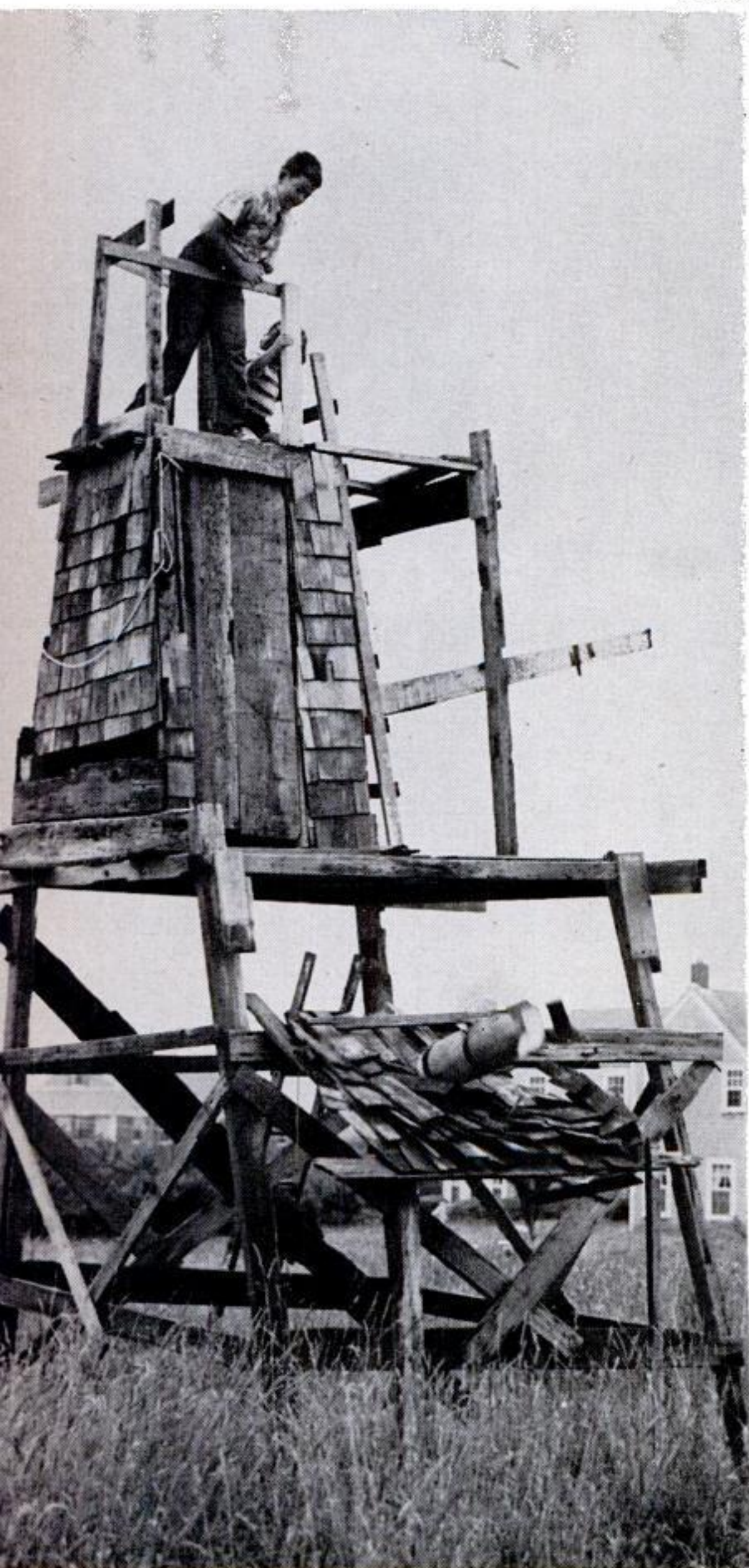
LAST TOWER ROSE TO 50-FOOT HEIGHT

1951



FIFTH TOWER STRETCHED 40 FEET INTO THE AIR

1950



FOURTH TOWER OFFERED PRIVACY IN SHINGLED SHACK



Every piston pin in a typical engine...

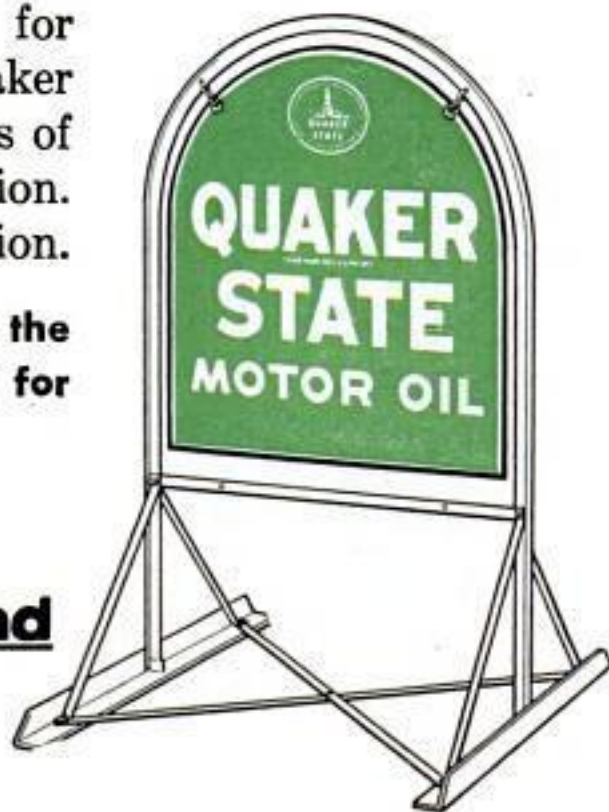
Takes the force of 55,680 explosions an hour

THE VITAL piston pin, joining piston and connecting rod, is subject to tremendous stress and activity, typical of today's high-powered, high-compression automobile engines. These engines demand fine motor oil—oil with exceptional endurance, heat-resistance, and purity.

Of modern motor oils, there is none finer than Quaker State. Engine-tested for performance in advanced motors, Quaker State is the product of nearly 50 years of specialization in automotive lubrication. It gives your car long-lasting protection.

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A dozen things... all good... all easy ...with Bisquick

Not just biscuits, young lady . . . but a whole dozen good things! All the different dishes we show you here . . . that's how Bisquick helps. (It's the 12-in-1 mix, you know.) Because Bisquick is basic. It's the one fine blend of ingredients you'd have to mix together almost every time you start to bake . . . Gold Medal Flour, sweet bland shortening, just the right pinch of salt and all the rest . . . carefully measured, beautifully blended to save you time and work. Today make biscuits if you like . . . or choose something you didn't know Bisquick could do for you. Betty Crocker's directions are on the box. It's the truth, for feeding a family you can't beat

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It's a budget-minded beauty!

How's Ford on gas? In this year's AAA-supervised Mobilgas Economy Run, a Ford Six with Overdrive topped *every* other car in the entire run. Big reason why: Ford's gas-saving, power-boosting Automatic Power Pilot (also in V-8).

It's like riding on air!

Every road's a boulevard; at least that's the way it feels—for Ford's new ride proves, once and for all, that a car need not carry gas-eating extra weight and hard-to-park length to ride you in smooth, smooth comfort!

A real honey to handle!

Though it hugs the road like a white line, Ford still handles and parks like nothing else on wheels. And with Ford's new Master-Guide power steering, you guide your car with a sureness and ease that are truly amazing.

Worth more when you sell it, too!

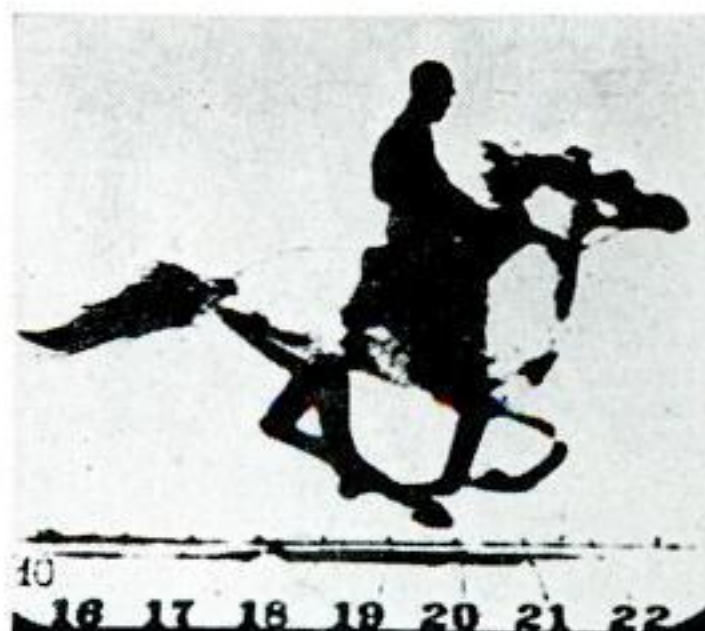
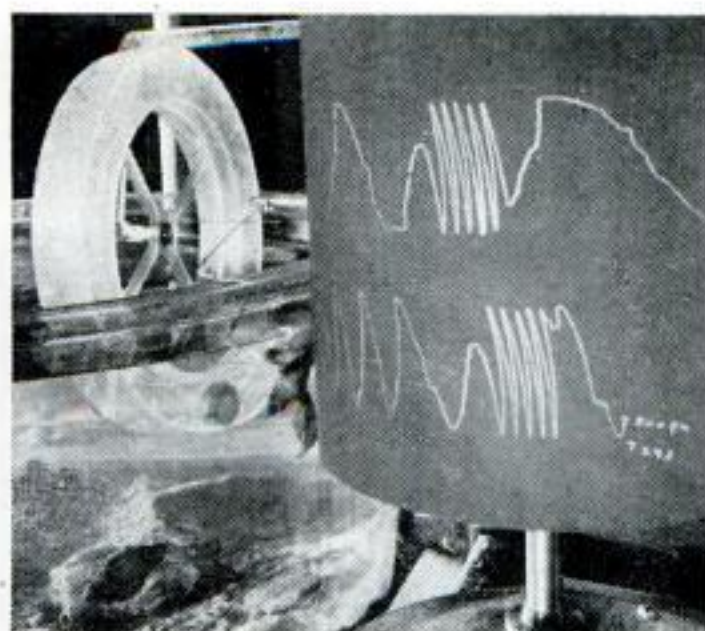
Not only is Ford worth more when you buy it . . . but it *keeps* its worth. Surveys of used car prices show that Ford brings you the greatest portion of its original cost in resale . . . more than any other car at any price!

Power steering, available on all V-8 models, and Fordomatic optional at extra cost.

FORD



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BASEBALL CURVE, SNAIL'S PACE, HORSE'S TROT AND SECRET OF THE STRAPLESS BRA HAVE ALL BEEN SCIENTIFICALLY STUDIED

SCIENCE, THE CURVE AND THE STRAPLESS BRA

The story in this issue which has engaged our attention for the longest time is the one on pages 104-107 about the baseball curve. Ever since 1941 we have had it on our minds. We explained then that, so far as we could see, the baseball did not curve—though we couldn't be absolutely sure. Having put up with a lot of complaints from readers and having never settled our own doubts, we decided to have another go at it. This time our cameras were set up not simply to show a ball in flight but also to provide data which a scientist could evaluate.

The scientific approach is one which we have consistently favored over the years—even for demonstrating things which are often not of much interest to science. Back in 1946, upon the introduction of the strapless bra, LIFE reported how the strapless bra stayed up. Using the engineering approach, we uncovered the reason: a wire structure "anchored", we reported, "on both sides like an arch-span bridge."

Some years later (LIFE, June 2, 1947) we came upon

some people who were trying to find out exactly what a "snail's pace" was. An underwater treadmill revealed that a snail crawled from two to 23 feet per hour. Then in 1948 we reported on the oscillograph recordings of a female mosquito's buzz made by scientists seeking to analyze vibrations which lured male mosquitoes.

Actually the combination of high speed photography and scientific approach used in the baseball curve story far anteceded Gjon Mili and his stroboscopic camera technique. Back in 1872 a photographer who had a high speed camera and a name as curiously spelled as our own Gjon Mili's—Eadweard Muybridge—was asked by Leland Stanford, governor of California, to find out whether a trotting horse ever lifted all four feet off the ground at once (LIFE, Oct. 20, 1941). Stanford had bet \$25,000 that it did. Taking pictures at 1/2,000th of a second, Muybridge proved that all four feet did lift at once. It cost \$40,000 to take the picture but Stanford won his \$25,000 and Muybridge acquired lasting fame.

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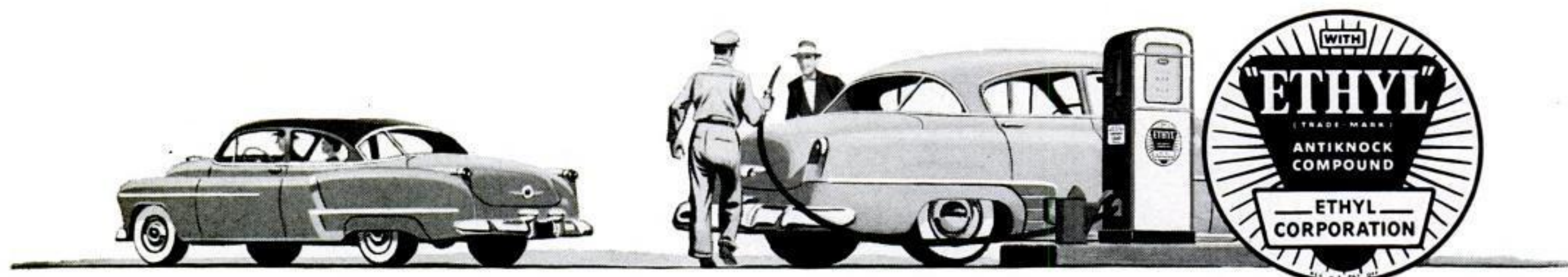
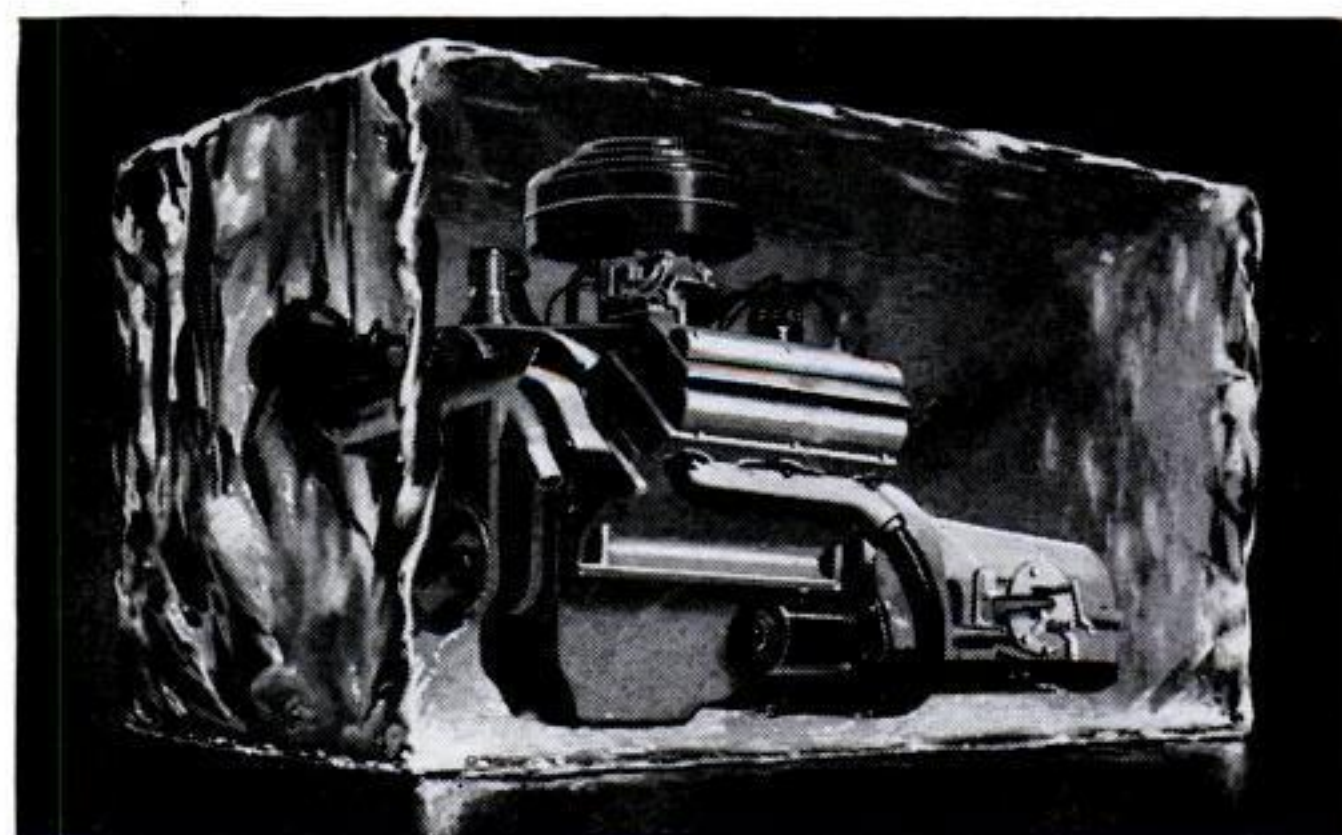
How to keep your engine cool on dog days

The hotter the day, the greater the tendency for an engine to "knock." And an engine that "knocks" is likely to overheat.

The easiest way to prevent overheating caused by "knock"—or "ping," as it is often called—is to use high antiknock "Ethyl" gasoline.

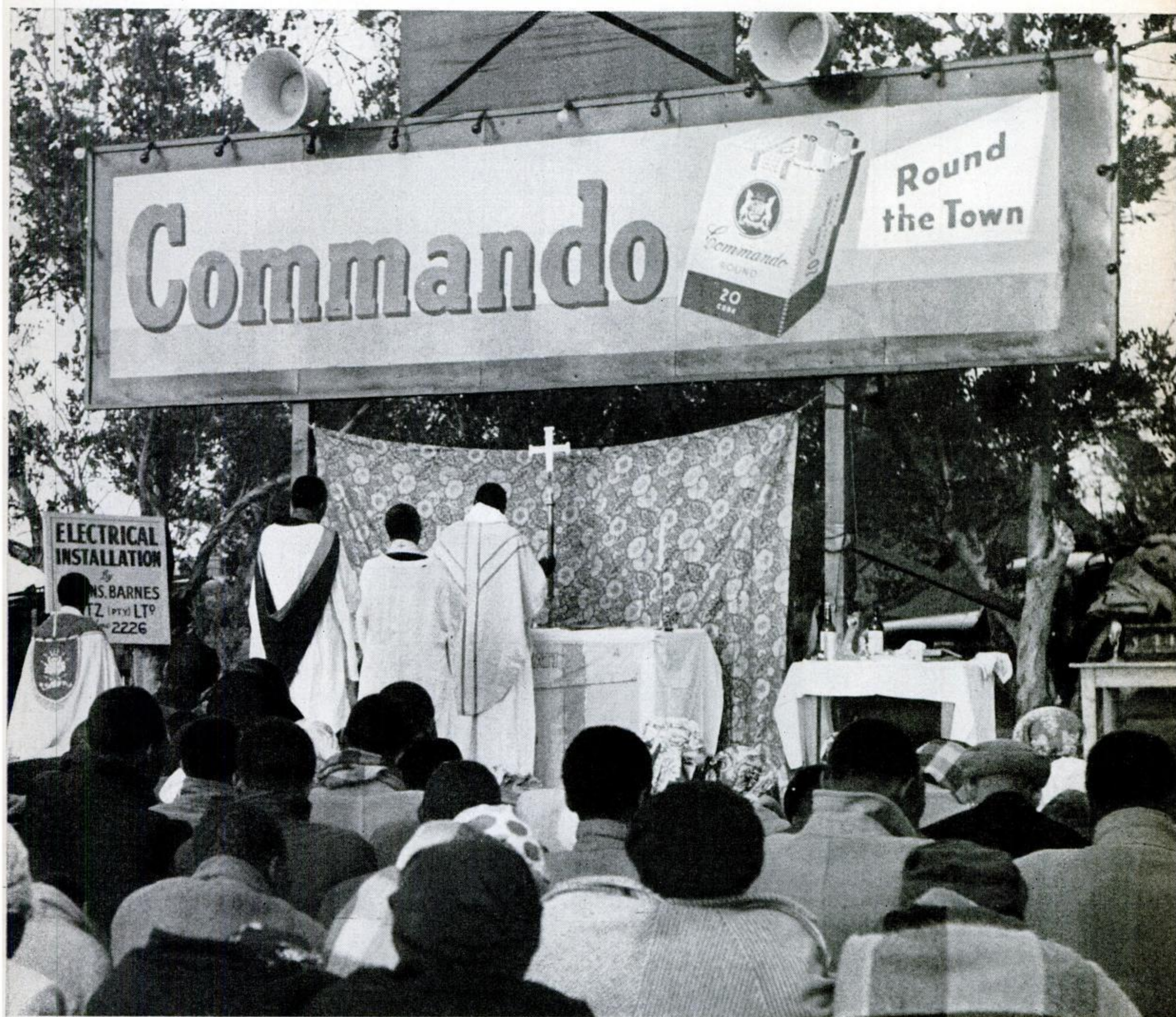
"Ethyl" gasoline not only will help keep your engine cool, but will bring out the full power and performance of your car. Whether you're just running down to the beach or pool, or taking a long vacation trip, "Ethyl" gasoline will add pleasure to your driving.

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Protect your engine—get more power with **"ETHYL"** gasoline

TRADE-MARK



CIGARET AD, AND ADVERTISING SHINGLE LEFT BY MAN WHO INSTALLED PUBLIC ADDRESS SYSTEM FORM GARISH BACKDROP FOR DAWN COMMUNION SERVICE

GAIKA PRINCE TAKES PONDO BRIDE

This month, for the first time in 400 years, the South African tribes of Gaika and Pondo, neighbors in coastal Cape Province, were united by royal wedding. As befits the social and political consequence of this occasion, great plans were laid for the marriage of Eunice, 24-year-old daughter of Paramount Chief Victor Mdamase of Western Pondoland, to Anthorpe, 17-year-old son of Paramount Chief Archibald Sandile of Gaikaland.

The fathers arranged everything: the *lobala* (dowry) of \$2,400, which Chief Sandile pledged himself to raise in lieu of 100 cows, and even the courtship, for Anthorpe and Eunice had never laid eyes on one another. Finally, recognizing that South Africa had greatly changed since last their tribes had been united, they planned a ceremony which would combine

ancient tribal rite with the solemnities of a dress-up Anglican wedding.

To attend the wedding, 5,000 Gaika and Pondo tribesmen rallied to the Great Place, the royal *kraal* (village) of Chief Sandile, father of the groom. Some came for hundreds of miles, being forced, in a white-ruled land, to obtain travel permits for their journey. They brewed oil drums full of strong kaffir beer, and all through the night the *kraal* roared with dancing, feasting and prenuptial merrymaking. But when the wedding day dawned they went dutifully off to attend sunrise communion services before an open-air altar oddly surmounted by an enterprising cigarette company's billboard. Shortly thereafter the tribesmen were joined by 3,000 avid, unasked white guests, elbowing their way into the wedding.



WAITING BRIDEGROOM, wearing white lip paint and robed in leopard skin, is led by a royal attendant toward rendezvous where, for the first time, he is to see his bride. But when he got there, the crowd swept in and cut off his view.



STICK DANCERS ENLIVEN WEDDING FESTIVAL WITH A FORMALIZED MOCK BATTLE

POET LAUREATE of Gaika tribe, Alfred Sityana, ad libs a hymeneal verse into the microphone. Sityana, who has also versified for Queen Elizabeth, wears his poetry costume of goatskin and beads. In ordinary life he is village postmaster.



SHROUDED BRIDE, swathed in a plaid blanket from feet to pate, approaches the rendezvous with her furred and turbaned escorts. There, by tradition, she swept aside her wrappings, seeking approval of bridegroom and Gaika elders.



TWO MAIDENS IN TRIBAL DRESS AND A HOSPITAL NURSE (RIGHT) PERFORM DANCE

CEREMONIAL SPEAR is driven at royal gatepost as Eunice cries, "This is my kraal," and tribesmen call out, "You may enter." Despite assistance of tribal dignitary, wearing a tuxedo, horn rims and lion skin robe, the spear glanced off.

CONTINUED ON NEXT PAGE





INVITED WHITE GUESTS included Mayor Fred Fox of East London who, dressed in his robes and chains of office, uses the microphone to call upon crowd of other, uninvited white sightseers (*below*) for orderly and dignified behavior.



Wedding CONTINUED



FLOWER GIRLS ARE BRIDE'S RELATIVES AND SHARE PONDO ROYAL BLOOD

AND SO THEY WERE REMARRIED

Once tribal ceremonies were finished, the wedding became as Anglican as could be and, with the mayor of nearby East London an honored guest, as English as possible. Putting aside her short green skirt and thin vest, Eunice arrayed herself in a white gown embroidered with wedding bells and a long filmy veil. Following her flower girls all in white, she came to the altar carrying a bouquet of calla lilies. There—where the couple got their first real look at each other—she joined Anthorpe, by now out of his leopard skin and into white gloves, bow tie and double-breasted blue serge with a gardenia on the lapel.

The couple came before the Right Reverend Archibald Cullen, bishop of Grahamstown, and his assistants of the Negro clergy. Speaking into a public address system so that his words might carry over the hubbub of the crowd, the bishop said the wedding service. This part of the service was marred somewhat by white guests preempting chairs reserved for Chiefs Sandile and Mdamase and a sightseer's inadvertent spilling of the sacramental wine. But at last, after four long hours in two ceremonies, Eunice and Anthorpe were soundly married and, stopping first for a traditional portrait, got away to honeymoon as newly-acquainted newlyweds.



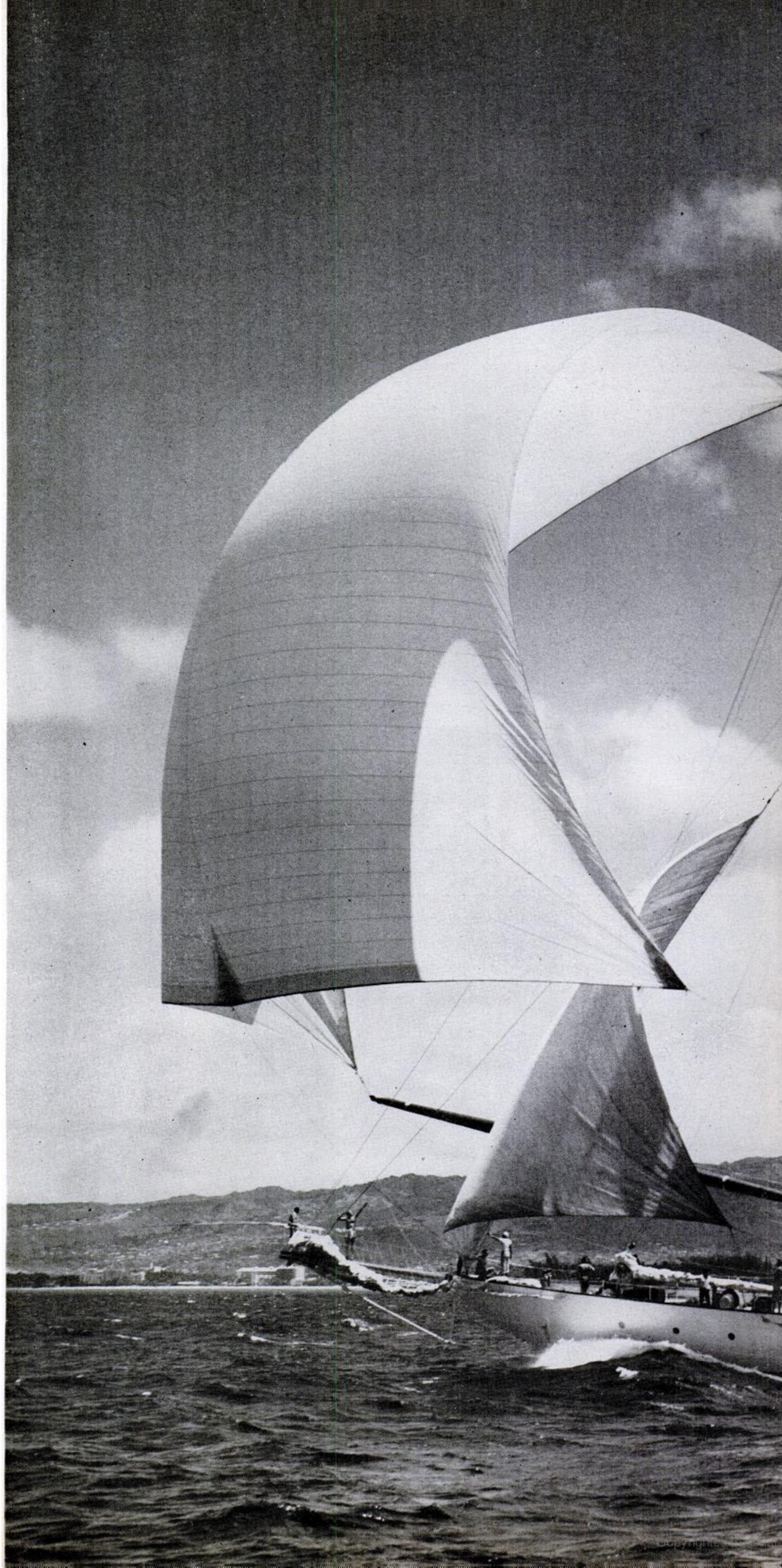
ANGLICAN CEREMONY unites Eunice and Anthorpe by Christian service. Flanked by two Negro ministers who follow ceremony in their own prayer books, mitred Bishop Cullen reads the vows as crowd presses close to watch and listen.



PICTURE
OF THE WEEK

BILLOWY FINISH FOR A BEAUTY

Her enormous spinnaker puffed like a big pouter pigeon, the 161-foot schooner *Goodwill* sailed majestically past Diamond Head (*right*) last week, the first of 32 starters to reach Honolulu in the 2,225-mile transpacific race from San Pedro, Calif. She was flying a whopping 24,500 square feet of sail (spinnaker, jib, fisherman's topsail, fisherman's staysail, main topsail and mainsail) in the same combination used most often during her 11-day run. She crossed the finish line at a brisk 13 knots, then the two men seen high in the masts dropped her sails and slowed down the largest yacht ever to enter the biennial race. She came in 11 hours ahead of the next boat, but because of time handicaps did not win race.







BEDCHECK CHARLIE RAID destroyed a million gallons of gas before fighters put out blaze. Bombs causing damage were usually hand-dropped.

NAVY FINALLY GETS AN ACE

Carrier pilot in a slow prop job downs first 'Bedcheck Charlies'

Something it had given up hoping for came true for the Navy last week: it got an air ace in Korea. Carrier Pilot Lieut. Guy Bordelon shot down five planes in a propellor-driven Corsair, whose main virtue in a superspeed jet age is that it can fly slow—slow enough to cope with the Reds' "Bedcheck Charlies."

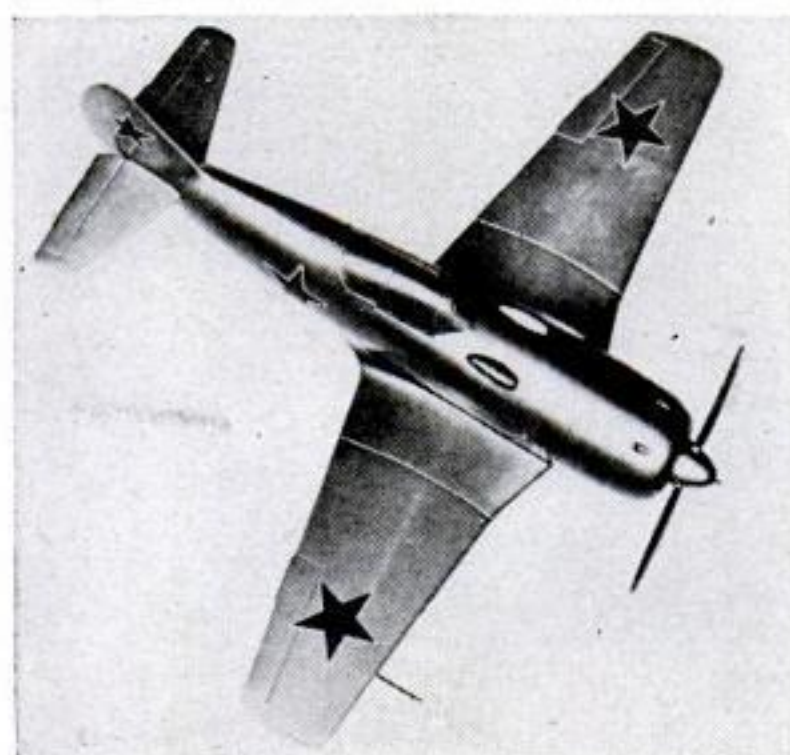
The Charlies are low-flying, obsolete planes sent across the U.N. lines at night to harass sleeping troops. Air Force jets are helpless to cope with them because they cannot fly slow enough to track the pokey Bedchecks. When Bedcheck raids stepped up in June the Navy, whose regular missions in Korea usually preclude aerial combat with Communist planes, offered to send some Corsairs and the Air Force gratefully accepted. Bordelon reported to a Marine airbase south of Seoul and one week later, guided to his quarry by ground-based radar, shot down two YaK-18s. This so impressed Vice Admiral J. J. ("Jocko") Clark that he flew to Bordelon's base to give him a Silver Star. While the admiral's plane was landing, Bordelon was out bagging two more Charlies. The admiral awarded him two Silver Stars and promised him a Navy Cross when he got his fifth. On July 17 he did—the first man to become an ace by getting there last with the least.



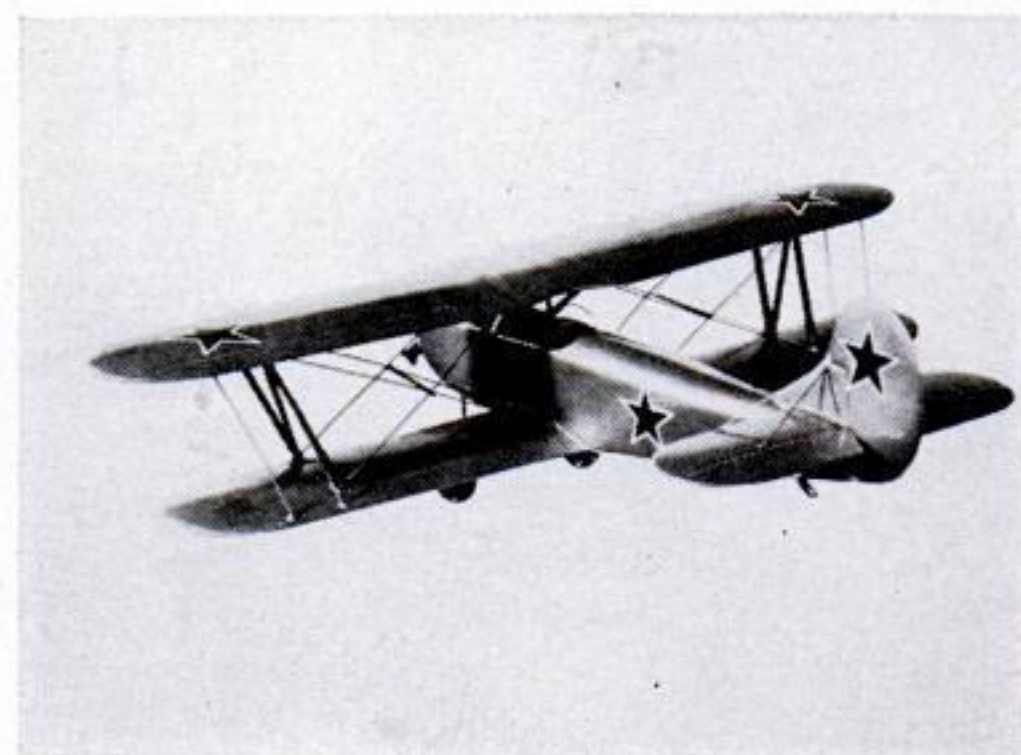
ACE BORDELON strides confidently from plane after preflight check. Corsair fighter is a post-World War II version of plane which was used against the

Japanese. Bordelon, 31, was a carrier pilot during last war but saw only one Japanese plane—"the one they showed us back in flight training days."

THESE ARE BEDCHECK CHARLIE PLANES



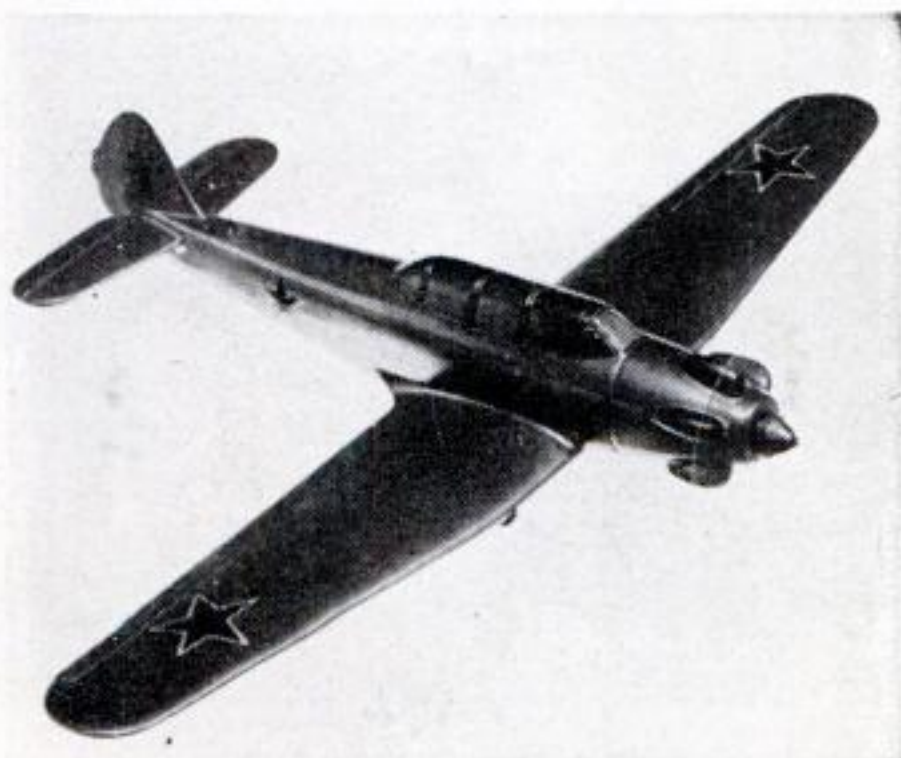
AERIAL SLOWPOKES used by Bedcheck Charlies include a Russian Lavochkin fighter (left) of a series built after last war which flies up to 400 mph;



a fabric-covered biplane (top speed: 96 mph) used for crop-dusting in Iran; and a YaK trainer which cruises at about 130 mph. Air Force tried to combat



When he was tapped for Bedcheck Charlie duty Bordelon had been flying Corsairs on dangerous low-level "heckler" raids along Korean east coast.

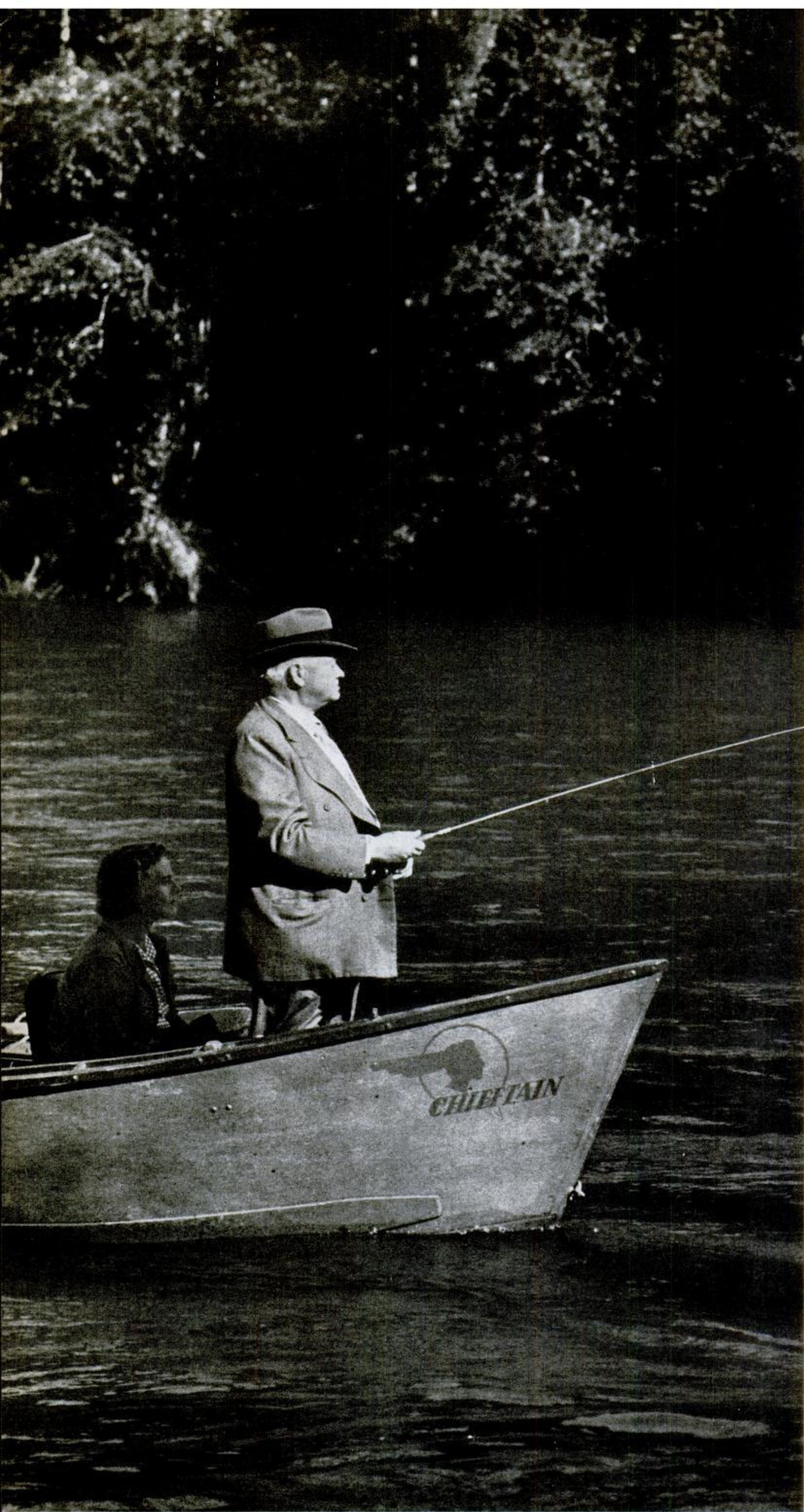


them by using slow-flying, machine-gun equipped trainers and flares to light the area but succeeded only in blinding pilots while "Charlies" flew away.



READY FOR CHARLIE, Bordelon lights up as he waits for an Air Force radarman to report the "blips" that will send him on a night patrol. Says

Bordelon, who got a rest leave as well as a decoration on becoming ace, "I didn't like the idea at first, but this assignment turned out to be a real gift."



OLD ANGLER Ever since boyhood Herbert Hoover has fished Oregon's McKenzie River. Last week, all

dressed up including hat and accompanied by his daughter-in-law, he was having more fun than luck, getting more fresh air than trout.



TENSE TIGER Tenzing Norkey, conqueror of Mt. Everest, in London to receive the George Medal,



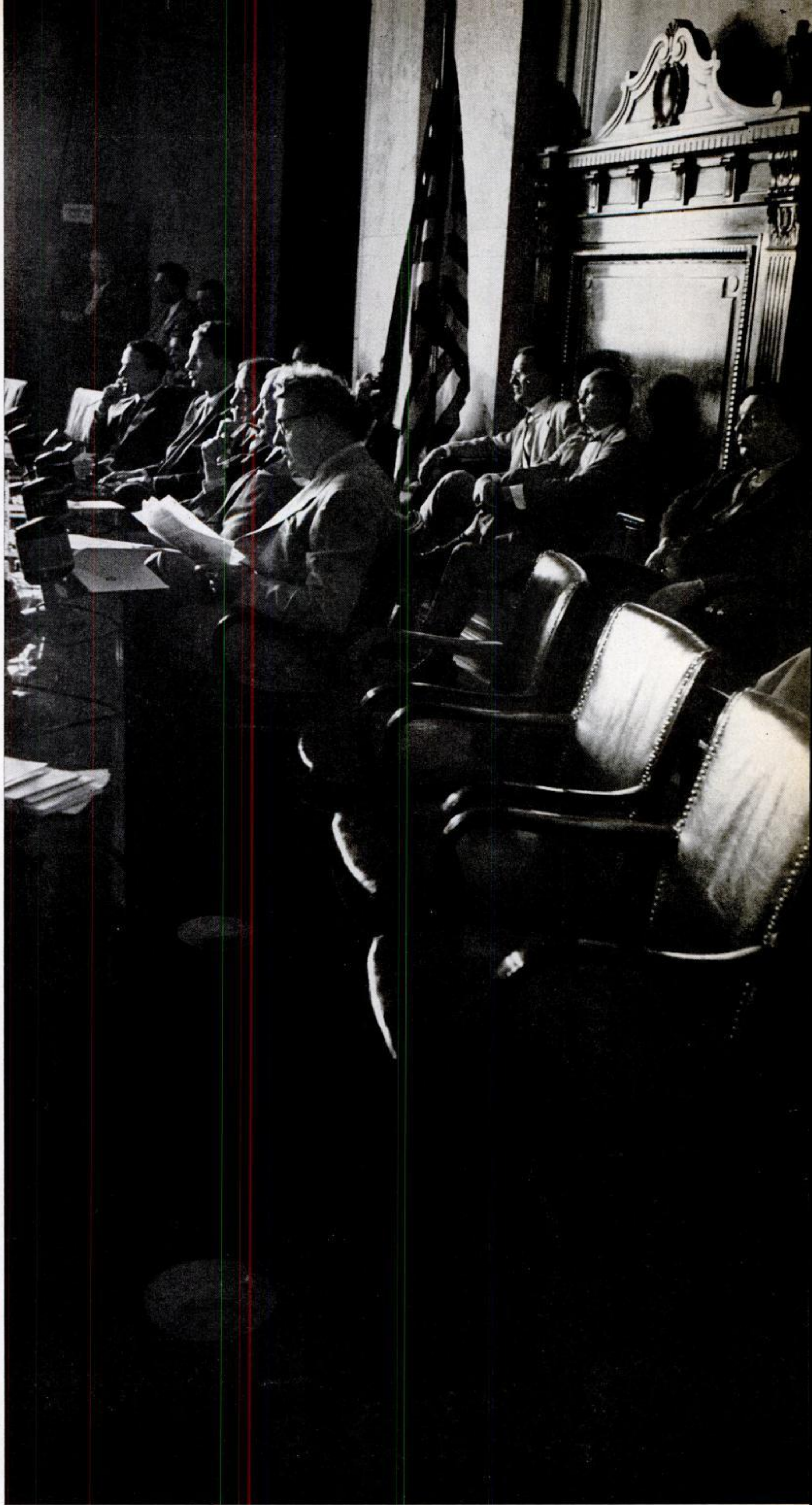
PAPAL TOUCH Leaning from his pontifical chair at St. Peter's, Pope Pius XII surprised a little girl,



took daughter on roller coaster. The experience so tamed the tiger that he refused another trip; later, in the damp climate, caught cold.



tenderly touching her hand as he imparted formal blessing. This was last audience before leaving for summer palace in Castel Gandolfo.



MUTE PROTEST When Senator Joe McCarthy's sub-committee met to continue its investiga-

tions, three chairs stood empty. The group's Democrats had resigned, and despite McCarthy's earnest entreatments refused to return.



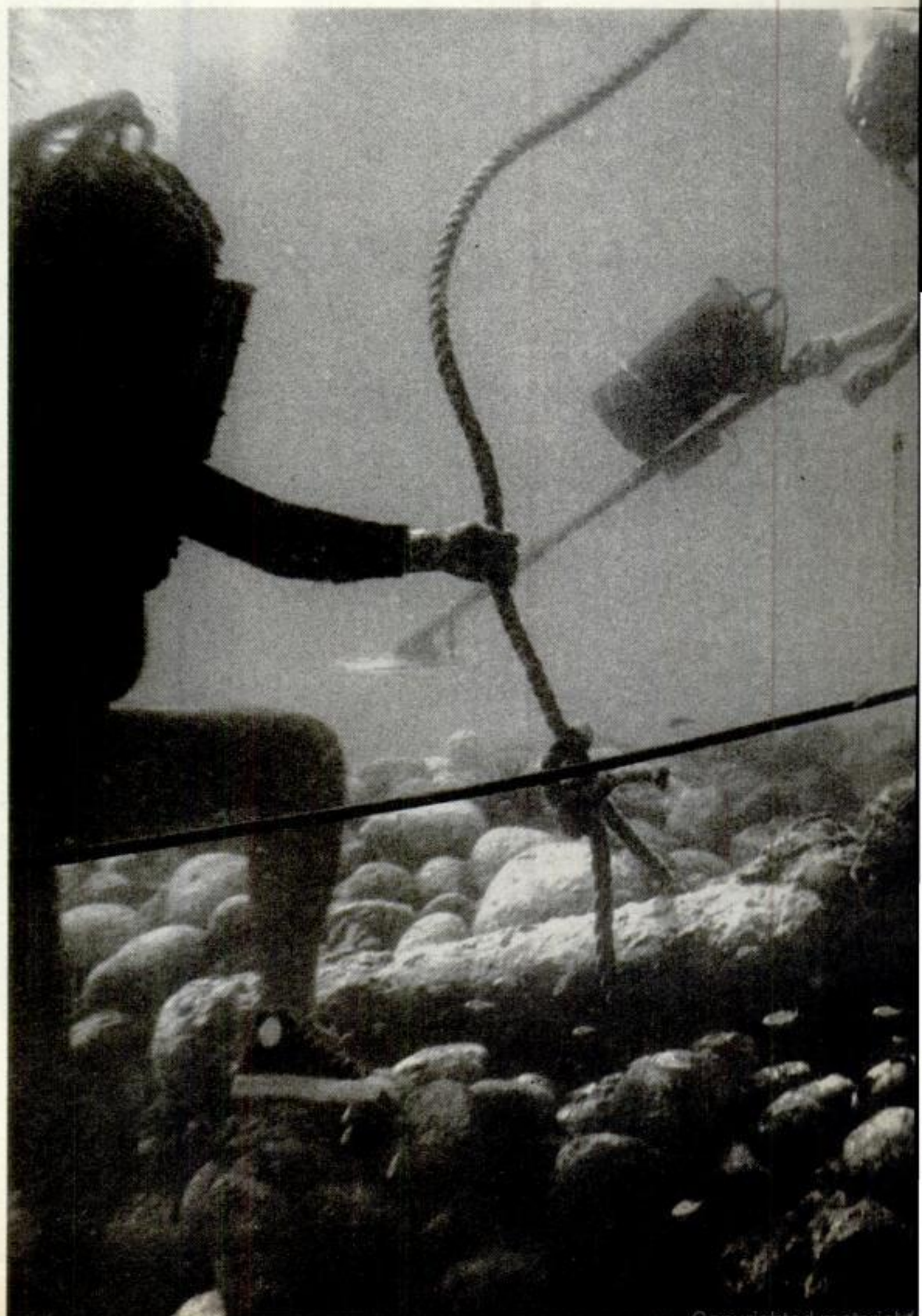
RIDING AN ANCHOR suspended from the work boat (*top*), Arthur McKee searches for location of the shipwreck ruins on the ocean floor 20 feet below.

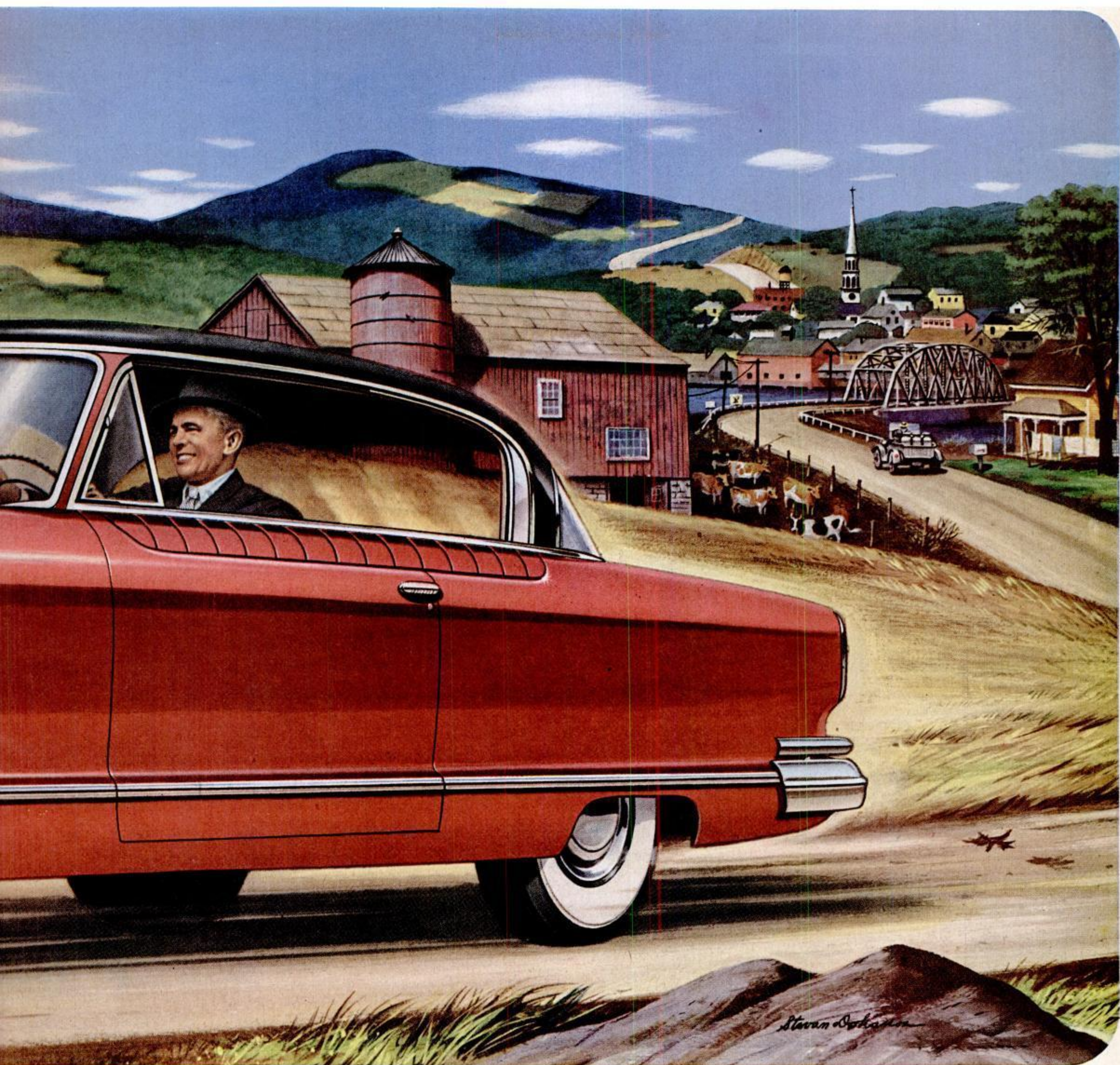


SURROUNDED BY FISH, including a large mutton snapper (*foreground*), Smithsonian Historian Mendel Peterson digs for objects buried in sandy bottom.



SEARCHING FOR TREASURE (*above*), Edwin Link pokes his hand over a spot where a modified land-mine detector reveals presence of metallic objects.





The Nash Ambassador Airflyte, styled in the continental manner by Pinin Farina. Three transmission choices, including Overdrive and Dual-Range Hydra-Matic Drive. Hood ornament by Petty, white sidewall tires extra.

attuned to American standards of room and comfort . . . the luxury of custom interiors with the widest seats, the greatest eye-level visibility ever built into an automobile.

Relax in airliner reclining seats that end the ache of dawn-to-sunset travel. Try the new, exclusive Nash Weather Eye System for the world's finest car heating and ventilating.

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Let us put this great car in your hands. Discover why this brilliant Nash Ambassador is today's heaven-on-wheels for you!

**Take the Key and See —
"You'll Find None So New As**

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AMBASSADOR



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FRANKFORT DISTILLERS CORP., N. Y. C. BLENDED WHISKEY, 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

This year, more than ever, an iced drink made with Four Roses is a great cooling idea...for Four Roses, today, is the finest ever bottled.



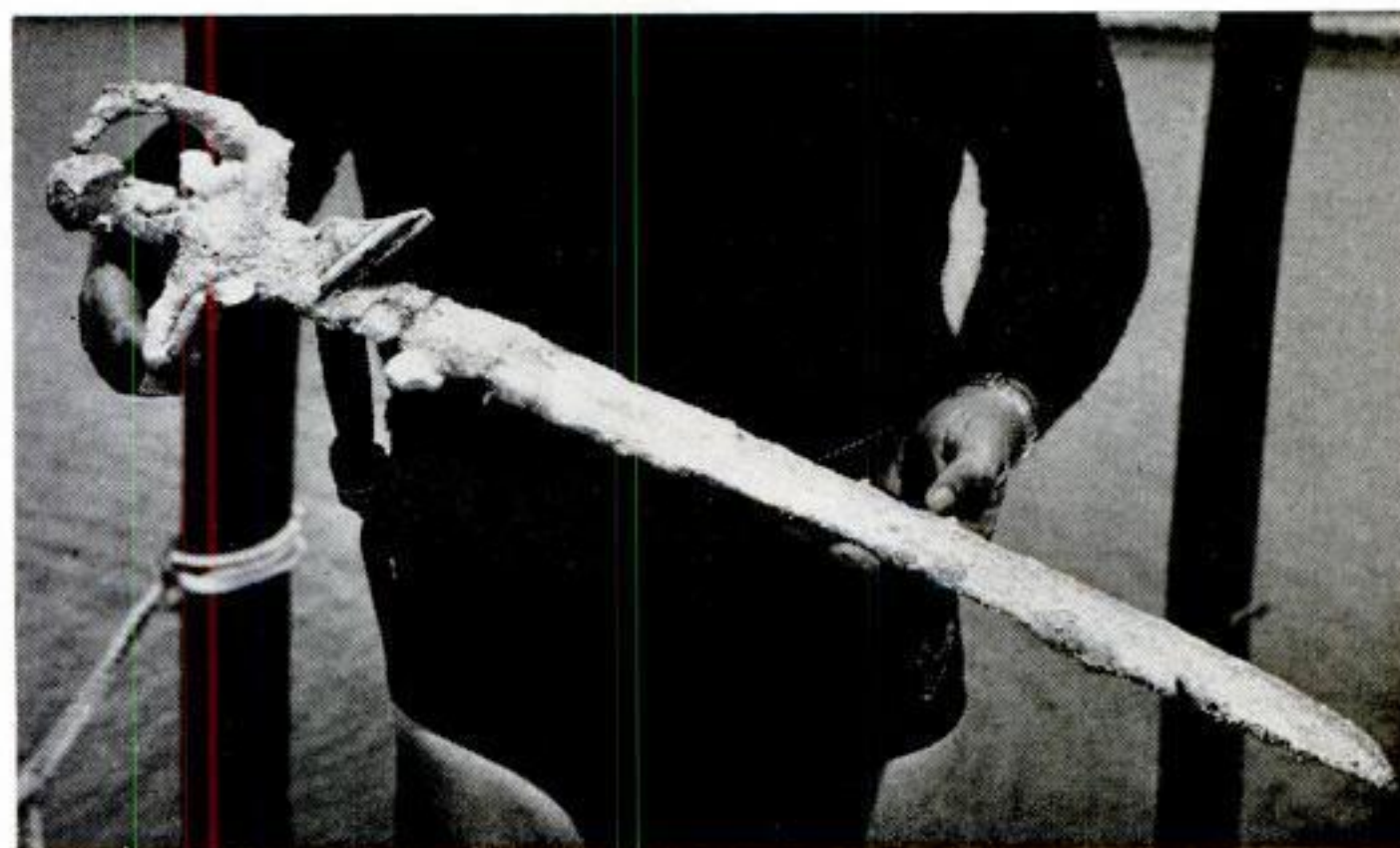
CLIMBING THE RUINS (*below*), salvage party rigs a rope around a partially decomposed iron cannon which rests on stones carried in the ship as ballast.



RICHEST SHIPWRECK

200-year-old ruins produce rare historical jackpot

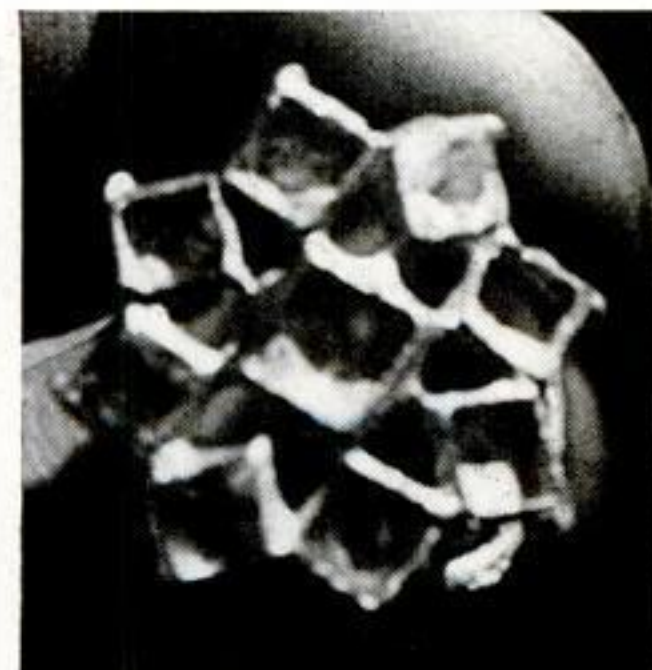
Three miles off the southern coast of Florida, five fathoms deep, four men in diving helmets are excitedly digging up undersea treasure two centuries old. There they have discovered the wreck of a Spanish sailing vessel, one of several which were sunk by a great hurricane in 1733. Though the action of the sea had long ago eaten away the ship's timbers and left little more than a pile of ballast rocks, the divers and their modern electronic devices have turned up coral-encrusted silver coins, gold and rare artifacts. This treasure, worth little in the market, is considered rich by historians and archaeologists who can find in it clues to identify dates of other historic items found elsewhere. The men, including a historian from the Smithsonian Institution (and accompanied for a while by LIFE's Mark Kauffman who took these pictures), will continue diving until the hurricane weather makes operations impossible. But even now the great variety of period pieces recovered (*below*) indicates the wreck may be one of the richest historical jackpots ever found under the sea.



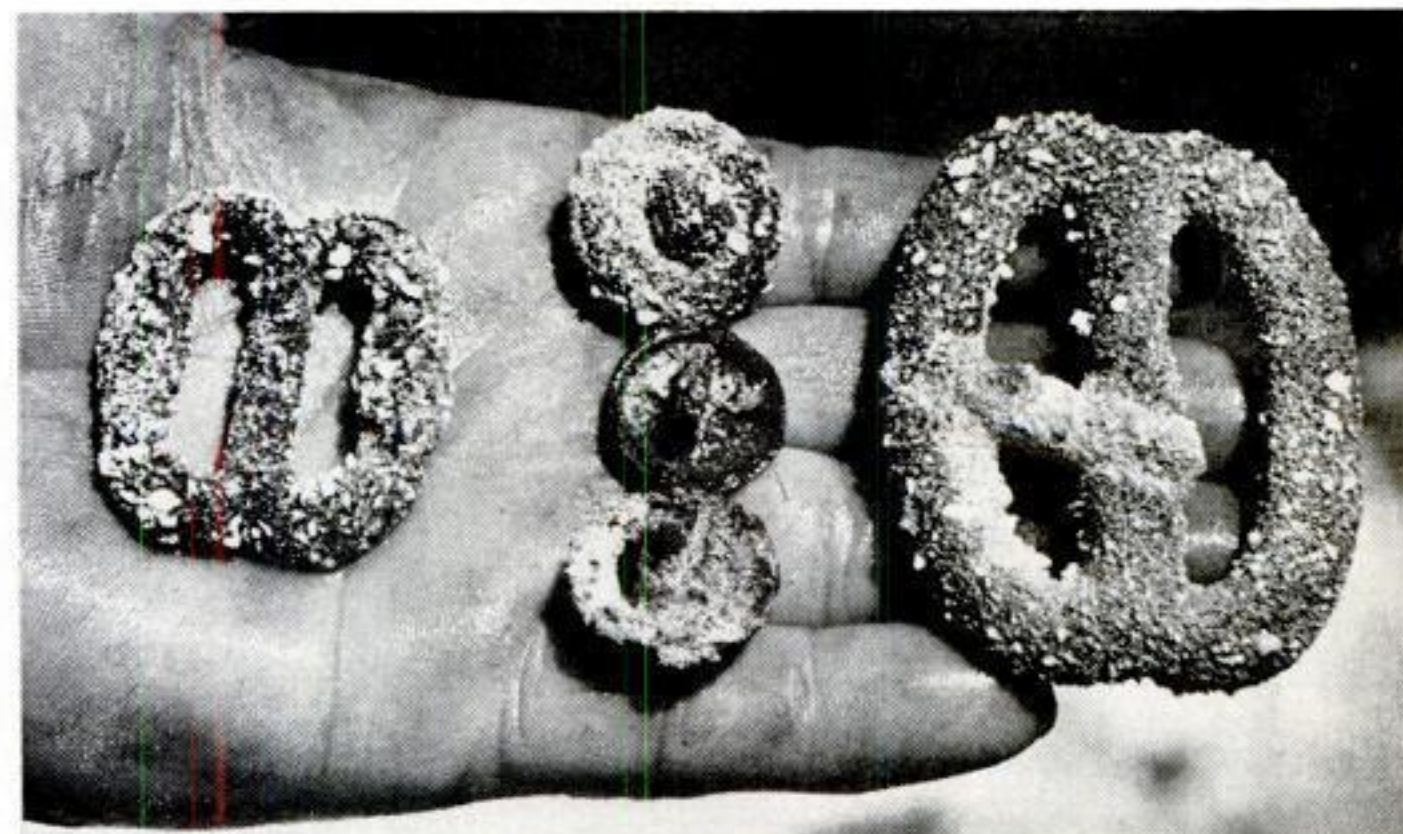
STEEL SWORD, encrusted with a heavy layer of coral, is at least 200 years old. Projecting near the sword handle is a piece of porcelain embedded in the coral.



SILVER COIN, a 1732 Mexican dollar is chief evidence of wreck date.

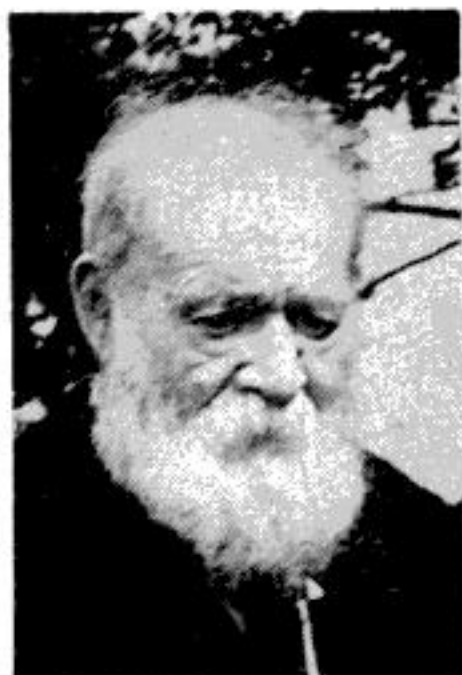


GOLD RING still holds three small semiprecious stones in their settings.



SILVER BUCKLES and buttons have little intrinsic value. But, like many other small objects in the ruins, they provide helpful clues to the historic past.

THE U.N. AND THE NEW SLAVERY



HILAIRE BELLOC

The death of Hilaire Belloc in England at nearly 83 is a sad reminder of one of his own "nonsense" quatrains:

The species Man and Marmozet
Are intimately linked;
The Marmozet survives as yet,
But Men are all extinct.

He was the last of the Edwardian giants, the most versatile of them all. He published at least 153 books, sometimes three or four a year—"because", he explained, "my children are howling for pearls and caviar." He wrote history, novels, essays, stories, political economy (the prophetic *The Servile State*) and some of the finest verse, both light and lyric, in the English tongue. He was also a great conversationalist, orator (four years in Parliament), wine-bibber, sailor, walker, gourmet and lover of all the finest and simplest things in life. With his friend and disciple G. K. Chesterton, he was perhaps the most powerful lay champion the Catholic Church has ever had in a Protestant country. Opinionated, perverse and witty, he skewered his enemies like Alexander Pope:

I heard to-day Godolphin say
He never gave himself away.
Come, come, Godolphin, scion of kings,
Be generous in little things.

He delighted two generations with his *More Peers*:

Lord Finchley tried to mend the
Electric Light Himself.
It struck him dead: And serve
him right!
It is the business of the wealthy man
To give employment to the artisan.

And he would also write like this Christmas carol:

When Jesus Christ was four years old
The angels brought him toys of gold,
Which no man ever had bought or sold.
And yet with these He would not play.
He made Him small fowl out of clay,
And blessed them till they flew away:
Tu creasti, Domine.
Jesus Christ, Thou child so wise,
Bless mine hands and fill mine eyes
And bring my soul to Paradise.

Last month a huge and horrifying report on forced labor was presented to the U.N.'s Economic and Social Council (ECOSOC), now in session in Geneva, and the council placed it on its agenda for debate. Shortly thereafter, however, ECOSOC's European delegates, including Britain, moved to take forced labor off this session's agenda, and the vote—with the U.S. protesting—was carried.

Exhaustively documented, a model of investigative procedure and evaluation, the report represents two years of hard work by a special three-man committee of distinguished jurists—an Indian, a Norwegian and a Peruvian—appointed by ECOSOC and the International Labor Organization. It had taken four years for the U.N. to get around to appointing the three-man committee.

The excuse of ECOSOC's European delegates for hastily sweeping forced labor under the carpet was that they hadn't had time to read the report; moreover, this session's agenda was already hopelessly overcrowded. Translated from delegatese into plain English, this means, "Oh, dear, do we have to vex the Russians now? The mere mention of forced labor always throws them into a rage and, with the way things have been going in Russia lately, they'll be just too awful if we bring it up." So ECOSOC will avoid Russia-vexing until its next session.

On page after page, in paragraph after paragraph the report sets forth in sickening detail the evidence that the Kremlin has fought so furiously to suppress. It is a pity that the ECOSOC delegates didn't have time to study it. We respectfully offer them a time-saving suggestion: there has just been published a 158-page book, *A New Slavery: The Communist Betrayal of Human Rights*, which was edited by Roger Baldwin with the help of the National Committee for a Free Europe. Open it anywhere, gentlemen, and ponder.

For several years the Kremlin has provoked the free world's laughter by claiming that Russians invented everything from the airplane to baseball. But the Russian invention of a new type of slavery cannot be laughed off. The system of chattel slavery, which existed until a century ago, was shameful and abhorrent, but it was a capital investment: the slave owner fed, clothed and cared for his slaves; it was against his economic interests to work them to death. In Communist-dominated countries, however, the state owns all the slaves and doesn't mind working them to death in the least. In fact, to destroy individuals and classes which it considers dangerous, it works them to death deliberately, for the death of such slaves is considered no loss. Virtually the only capital outlay required is the cost of seizing the slaves, transporting them to the slave pens and prodding them on with loaded guns until they drop dead.

Communist economy is geared to preparation for world conquest, so the state's appetite for slave labor is insatiable. Experts estimate that there are from 10 to 15 million slaves in the Soviet Union, and at least another million in the so-called satellite states, which are Kremlin slave colonies.

Historically, the main disadvantage of slave labor has been the inefficiency and low output of the individual slave. The outstanding feature of the new Soviet slavery is the application of hunger as the primary goad. A slave is assigned a "work norm" calculated to be the maximum amount of daily work a healthy, well-fed man, woman or child can accomplish. If it is not accomplished, the slave receives less food. Since slave camp diet is barely enough to keep body and soul together, the slaves work literally as though their lives depended on it. The lately purged Beria, who set up the slave pens in the satellite countries, borrowed some ideas from Pavlov, the great Nobel Prize-winning Russian biologist and his classic work on the nervous system of dogs. Pavlov got his best results with hungry dogs.

From East Germany to the Pacific, from the Arctic steppes to the Chinese desert, untold millions of human dogs are killing themselves for Communism. (Mrs. V. L. Pandit, Nehru's sister, who recently visited China, said that two million men had been drafted to work without pay on just one huge dam.) Communist apologists always insist that the forced labor in their domains is "correctional" and "educational," that the producers of this golden sweat are mere criminals. If they are, no nation ever had such a huge proportion of its citizens engaged in crime. Last November in Geneva before the three-man committee, Stetson Holmes and Richard Carlton, representing the International League for the Rights of Man, conclusively displayed in a brilliant series of overlying, transparent maps that slave labor is an indispensable element of the Communist planned economy. The nightmare world of George Orwell's *Nineteen Eighty-Four* is already here.

"In the Soviet Union the means of production belong to the people," said the Russian delegate to the ECOSOC meeting which set up the three-man committee. "The exploitation of man is unknown there." No government has ever approached the Kremlin in the use of the Big Lie, and the bare-faced denial of its use of slave labor is probably the biggest lie it ever told. It is outrageous that ECOSOC's pusillanimous action on the forced labor report may delay the exposure of this lie for another year. Any member government may request that an item be put on the General Assembly agenda. The U.S. should see that forced labor is on the Assembly's agenda next fall.

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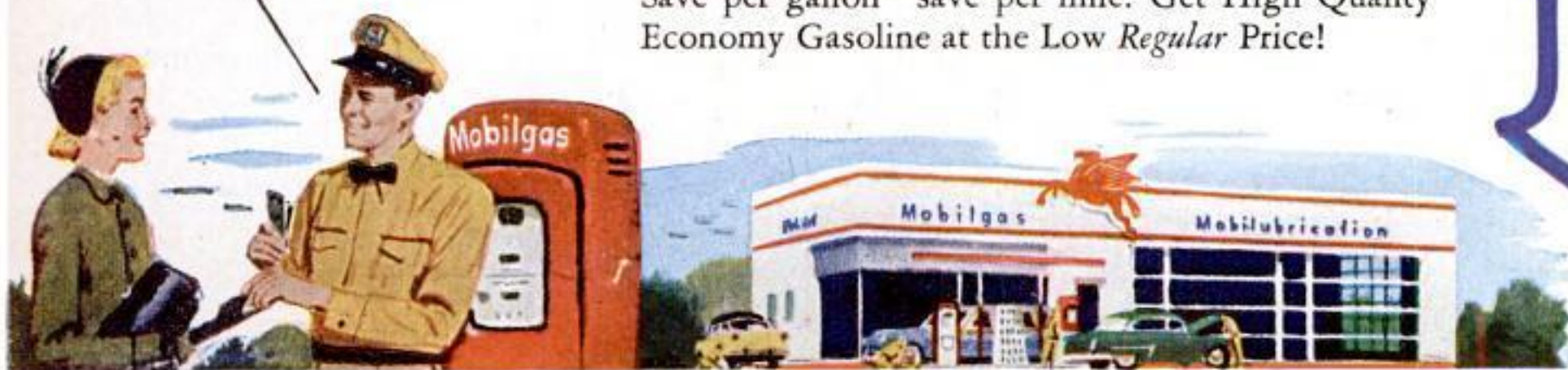
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Save per gallon—save per mile. Get High Quality Economy Gasoline at the Low *Regular* Price!

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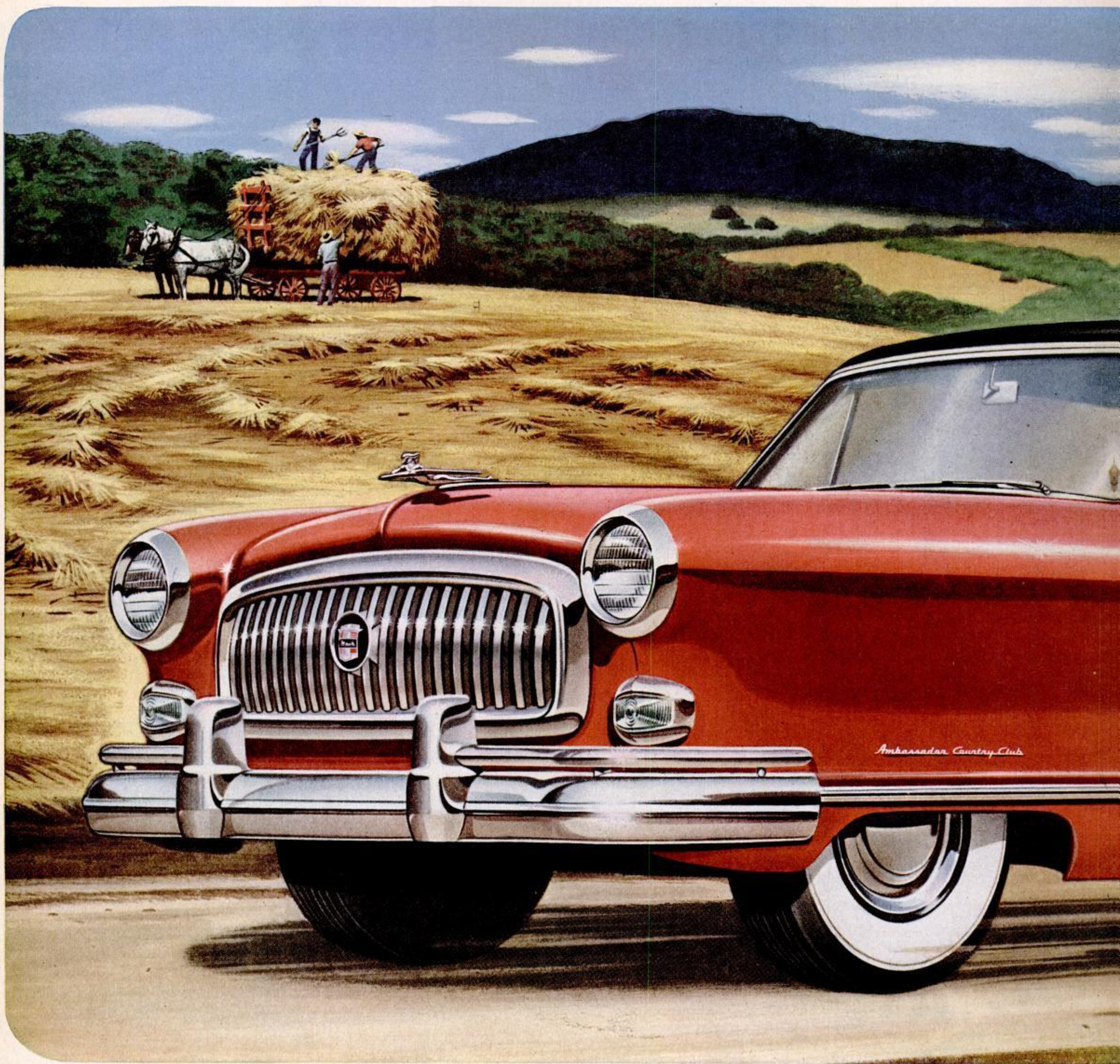
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who wanted a
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REMEMBER how you hungered for it—all saucy red and bright with brass? Remember how your pulse raced to its engine throb? That was it . . . that old Stutz Bearcat, Heaven-on-wheels to that boy you used to be!

Today we invite you to be young again—to thrill to the wonder and romance of travel again.

For it's here—the proudest car ever styled by Pinin Farina of Europe! Come and take command of this new Nash Ambassador "Country Club"!

Come and see *truly* continental styling,



HUNGRY EAST GERMANS swarm into Western sector buying California oranges. They had to show Soviet sector identity cards in order to buy the food.

FOOD AS PROPAGANDA

U.S. and West Germans help hungry East Germans

Americans and West Germans were working in fine collaboration to use food as propaganda against East German Communism. As the U.S. sent off the first of \$15 million worth of food proffered to East Germany, a West Berlin burgomaster stacked up piles of eatables near the East-West border and told East Berliners to come and get it—at bargain currency exchange rates. Last week, 26,000 East Germans crossed the border and went off with thousands of oranges and lemons, gallons of milk, tons of potatoes. Their eagerness and the fulminations of the Reds, who had turned down the U.S. food offer, proved how effective the move was.



"PROSIT" IN MILK is drunk in market by East German boys, too hungry to take it home. Many East Berliners started eating purchases right on the spot.



POWDERED MILK bound for West Germany is loaded on ship at New York. Though Reds turned down offer, U.S. will still try to get food to East Germans.

The Greatest Gasoline Development in 31 Years

TCP*, a Shell discovered additive, now blended into Shell Premium Gasoline, stops the greatest cause of power loss. Acts so rapidly engine power is increased up to 15% after using two tankfuls. Continued use of Shell Premium retains this gain.

A new day in fuel for the American motorist is here! The biggest cause of both fuel and power waste *affecting the majority of cars on the road today* has been overcome.

Prior to Shell's discovery of TCP additive, combustion deposits accumulating on spark plugs and in combustion chambers caused spark plugs to misfire and the fuel-mixture to pre-ignite—especially when accelerating, hill climbing or touring on the open highway.

To overcome this condition, Shell blends TCP additive into Shell Premium Gasoline. It prevents these deposits from causing misfiring of the spark plugs and, at the same time, controls pre-ignition. For the average motorist, this means a power boost of up to 15%, an increase in spark plug life of up to 150% plus an increase in miles per gallon!

Shell Premium Gasoline with TCP is the most significant motor fuel advance since the introduction of tetraethyl lead in 1922.

New and old engines benefit

If you have a new car, particularly one with a high-compression engine, Shell Premium with TCP additive is essential if you want it to keep on delivering its original power for the normal life of the spark plugs.

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Shell Premium with TCP acts fast

So rapidly does Shell Premium with TCP additive act that by the time you've finished the second tankful you'll feel your engine's had a tune-up.

Available only at your Shell Dealer's

TCP is Shell's trademark for the remarkable additive originally developed by Shell Research for aviation fuels. Until now it has been largely restricted to military aircraft.

Now at all Shell Dealer Stations.

*Patent applied for

SHELL PREMIUM GASOLINE

The Most Powerful Gasoline Your Car Can Use



LIFE ON THE NEWSFRONTS OF THE WORLD

The Reds in Korea say they accept the truce, the Reds in Russia start widespread purges

The truce now seems certain. The Communists accepted U.N. guarantees that South Korean troops would observe a truce, and staff officers on both sides were appointed to get things in order for final signing. But in the last week, while Communists hesitated about signing, the heaviest fighting since negotiations began raged along the front, and many men died on the eve of cease-fire. Eighty thousand Chinese troops struck at a U.N. bulge and gained as much as seven miles, mostly against ROK divisions. Then the Roks reorganized and regained as much as five miles. In a final aerial flurry U.S. jets shot down nine MiGs.

In and out of Britain

Princess Margaret returned smiling and in outwardly good spirits to Britain from her Rhodesian tour, but Group Captain Peter Townsend, the Royal Air Force ace reported to be the man in her life, was not present to greet her. Two days before he had gone to Brussels to take post as air attaché. One London newspaper, the *Daily Mirror*, reported that 96.8% of the ballots in a straw poll favored a marriage between the princess and the commoner captain. The *Daily Sketch*, professing itself outraged, asked readers to vote on whether the *Mirror* editor was treating his family well.



PRINCESS CHARMING IS HOME

The marshals of Russia met and pledged the army's support to the government and the Communist party in the arrest of the Soviet's top policeman, Lavrenti P. Beria. In far-flung areas of Russia and satellite lands, the purge was on. In Germany, "Red Hilde" Benjamin, most hated Communist judge in the Soviet Zone, took over the ministry of justice from Beria's follower, Max Fechner. In far-off Georgia the minister of the interior was fired from his post. In Estonia the minister of justice was dismissed. The Ukrainian interior minister, the premier of the Azerbaijan S.S.R., went out. All through the Communist empire men waited for the knock on the door.

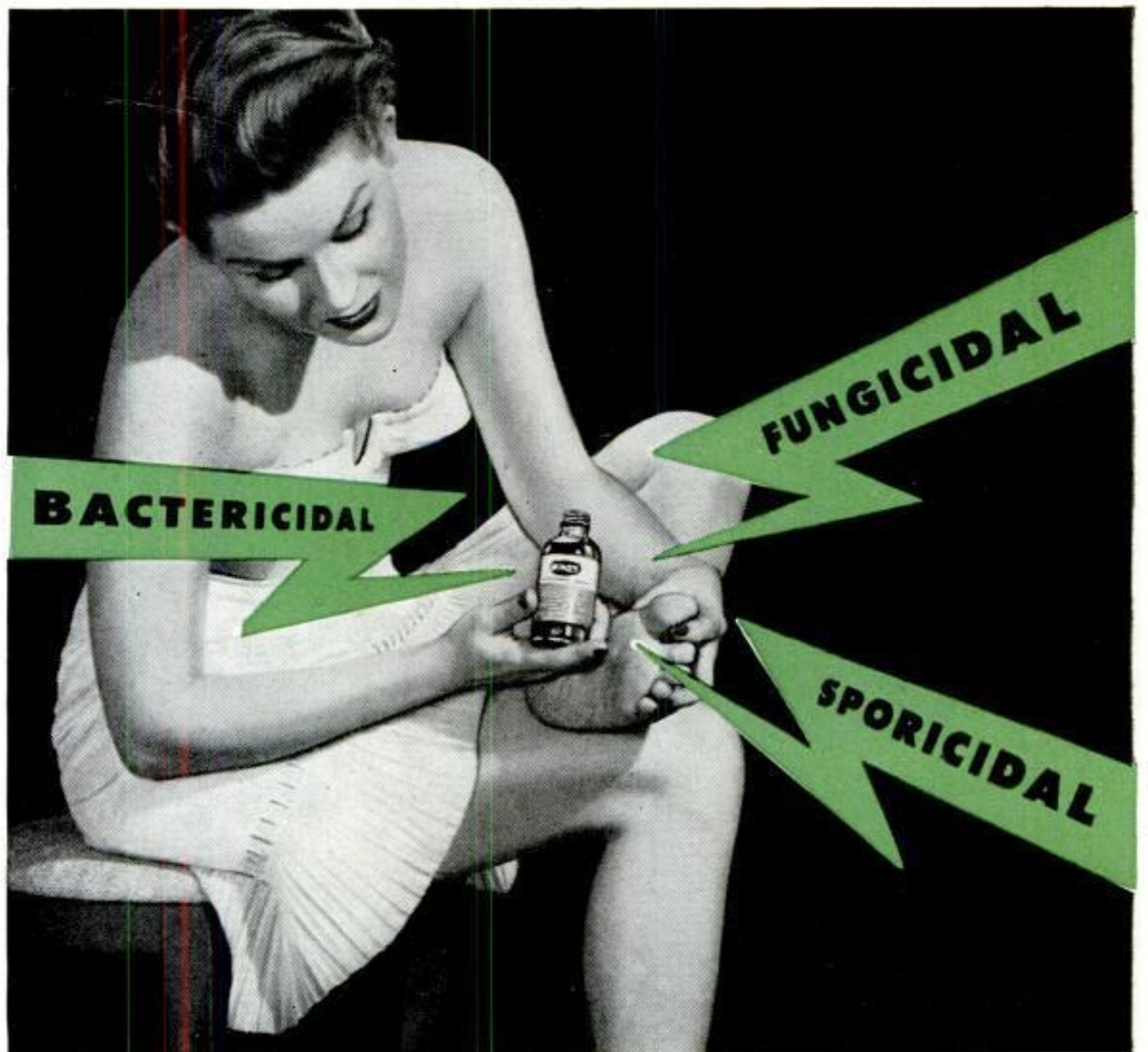


THE YOUNG MAUDE ADAMS

A great lady goes

Maude Adams was a little person, remote and shy, with a special and delicate gift for making the sentimental whimsy of the theater come gloriously true. When she played the role of Peter Pan every child in the house believed in fairies and so did the well-upholstered ladies and gentlemen who listened to her through a haze of champagne and cognac after a 10-course dinner at Rec-tor's. She became a star in 1897 in Sir James M. Barrie's *The Little Minister* and, besides *Peter Pan*, played in many of Barrie's other plays. She brought her special light gifts to a long list of

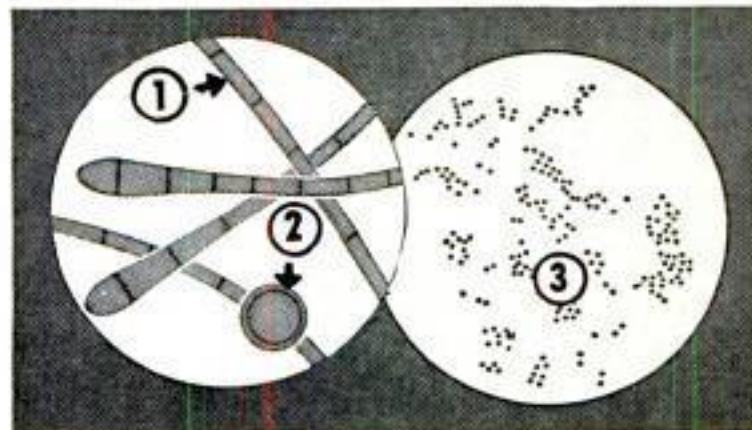
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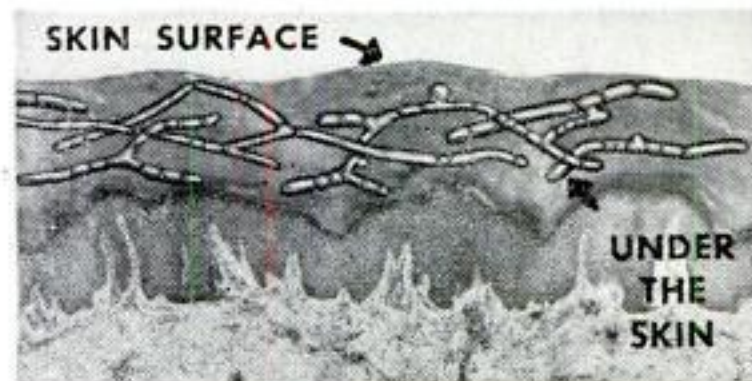
TRIPLE-ACTION + **PENETRATION** BEATS ATHLETE'S FOOT

Now you can get wonderful relief from Athlete's Foot with remarkably effective NP-27. These "magic green drops" of clear, sparkling liquid help clean up symptoms quickly, pleasantly—with vital triple-action plus *penetration*. Use NP-27 at the first sign of Athlete's Foot.

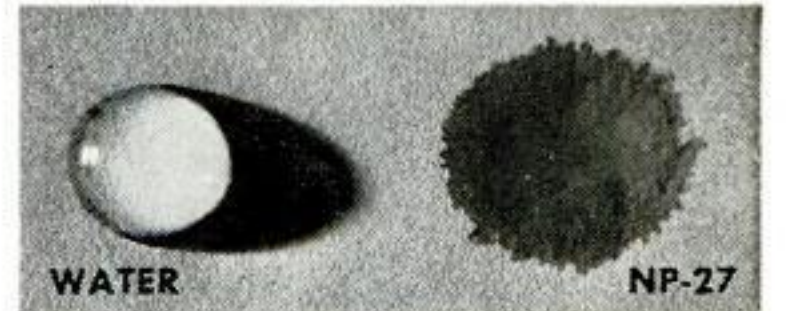
See how NP-27 PENETRATES: Drop of water (below) stands on surface of sheet of paper. But drop of NP-27 *penetrates* into the paper fast. That's because NP-27 has very *low surface tension*, about one-third that of water. NP-27 soaks in, to get at fungus buried in the skin.



TRIPLE-ACTION is necessary because Athlete's Foot may involve not only *fungus* (1) which usually causes the disease, but also hardy *spores* or "seeds" (2), and harmful *bacteria* (3). Note all three in diagram above, made from microphoto of infection. NP-27 is formulated to kill *all three*.



PENETRATION is necessary because the fungus which usually causes Athlete's Foot thrives *under the skin surface* (see scientific drawing above). Treatment should penetrate to kill buried fungus.



Recommended by Chiropodists and Coaches. In a poll of Chiropodists (foot specialists), NP-27 received over 80% of all votes for publicly advertised remedies for Athlete's Foot. Famous coaches at many leading universities reported wonderful results with NP-27.

TO BEAT ATHLETE'S FOOT

Use NP-27 at first sign of itching, peeling, cracks between toes. Will help give you prompt relief and clear up infection before it can become dangerously serious. Non-irritating; doesn't stain skin. Buy NP-27 *now*. If you don't get wonderful results, your druggist will refund purchase price. The Norwich Pharmacal Company, Norwich, N.Y. (NP-27 is available also in Canada.)



Norwich **NP-27** for Athlete's Foot



WAKES UP
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Wonderful!—the way Mennen Skin Bracer cools and soothes your face after every shave—and helps heal tiny razor nicks. But America's favorite after-shave lotion does something more! Its he-man aroma *wows* the ladies. Get a bottle today, for your sake and hers. Freshest start to any day or date.

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GIANT SIZE
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America's largest selling after-shave lotion.

NEWSFRONTS CONTINUED

roles from Little Eva in *Uncle Tom's Cabin* to Portia in *The Merchant of Venice*. As the years passed, the people around Maude Adams faded away: Charles Frohman, her manager, and the stars who shared Broadway with her—John Drew, William Faversham, Julia Marlowe, Lillian Russell. Then last week, in her 80th year, Maude Adams, one of the truly great ladies of the American stage, died.



BODIES OF BOYS ARE BROUGHT DOWN THE TRAIL

Mountain climbing is a favorite sport for the boys of Santiago, Chile, and almost every school in town maintains a hikers' hut somewhere high on the Andean slopes. The hut of the San Juan Bosco school, run by the Silesian Fathers, is at Lo Valdés, about an hour's hike from the end of the military railroad. From there one day a group of 21 boys and two teachers set out on an exploring expedition of the nearby hills. Other climbing parties heard the sudden roar of the avalanche, saw the falling snow and rocks. When army units reached the area they found just one hand sticking from the snow. Probing about, they began to find, one by one, the bodies of the boys of San Juan Bosco. They were carried carefully down to their parents waiting at the railhead.

Airdrop at Langson

In Indochina French General Henri-Eugène Navarre's forces launched a dramatic attack against the Communists. Several French Union (French, North African and Indochinese volunteers) paratroop battalions dropped through fleecy white clouds into Langson, the main Communist supply center 10 miles south of the Chinese border and 50 miles north of the most advanced French outposts. The attacking force began destruction of military supplies that had been pouring in from China at a 3,000-tons-a-month rate and were kept in caves, invulnerable to air bombing. When their mission was completed, the troops faced the task of fighting their way back to safe territory. The still-grave situation in Indochina will be the subject of a first-hand photo report by David Douglas Duncan in next week's LIFE.



BRITISH SEARCH EGYPTIANS NEAR ISMAILIA

Tension between Britain and Egypt built up again at Ismailia, the Suez Canal Zone town which was the scene of fighting between forces of the two countries in 1951 and 1952. Cause of the irritation this time was the disappearance of a British serviceman. The British charged he had been kidnapped by Egyptians. The Egyptians said they didn't know anything about it. For three days British guns held the town cordoned off while soldiers searched all who entered or left. Then the British relaxed restrictions. But the underlying issue—Britain's right to remain in the Canal Zone—remained.

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"southern tonic"

Tall and terrific, here's the king of Quinac drinks: Plop ice cubes in a tall glass, pour in 1½ oz. Southern Comfort, add lime juice, fill with Quinac



"confederate* cooler"

One of the most popular ways to enjoy "The grand old drink of the South": Put three ice cubes in a tall glass, add 1½ oz. Southern Comfort, a squeeze of lemon juice, fill with 7-UP



"honolulu cooler"

This one's amazing! It's delightfully delicious and is so easy to make: Fill a tall glass with crushed ice. Pour in 1½ oz. Southern Comfort, then fill to top with Dole's pineapple juice.



in Canada too!

Look for this

OLD SOUTH COOLER

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It contains free recipes for these and many other delicious coolers that will give you enjoyment all summer long!



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deliciously different→

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Southern Comfort's secret formula gives it a smoothness and deliciousness of taste that makes it different from any other highball liquor you've ever had! At first sip, you'll note the boldness of a fine brandy . . . then, as it goes down, there's the smooth taste of a delicious liqueur . . . and throughout all this, an awareness of its body, rich and deep, resembling that of truly fine whiskies. That's why it makes any drink taste deliciously different!

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Deliciously yours,

*P.S. Mmm-m-m! Which will you try first...the roast beef?...
the meat loaf? No matter. Just try any cold cuts with Hunt's
nice-and-spicy catsup. Can't help lovin' that wonderful flavor!*



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TWO ITEMS ON THE DOCKET



IN ITALY: A STATUE

In the southern Italian town of Contrada, Silvio Capuana (*above*) was in trouble with the law. It was not the first time he had had a difference of opinion there, but it was the most spectacular. As a young man he had gone to Canada and dreamed of opening a cigar factory there. He came back to Contrada seeking capital and was laughed at. Returning to Canada, he made out well anyway and 20 years ago came back to Contrada again, bought a villa—but never forgot the town's slight. Recently he commissioned a statue (*left*) that was the face of a man on the body of a toad. Then, as the following pages show, the trouble started.



IN FRANCE: A FIRE

Until it went up in flames (*left*), the people of the southern French city of Nîmes regarded the local opera house as one of their greatest cultural properties. It was known as "the oldest theater of its kind," even though no one seemed to know what kind, for it had housed everything from traveling tragedians to grand opera, and latterly "le jazz hot." To the director of the opera house an aging Belgian singer, Eva Closset (*above*), addressed a letter, beseeching an operatic break for her foster son and musical protégé, José Faes. It was, as the following pages tell, the most important letter in all the history of the Nîmes opera house.

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Washes Clean Like a Sponge... Wipes Dry Like a Chamois



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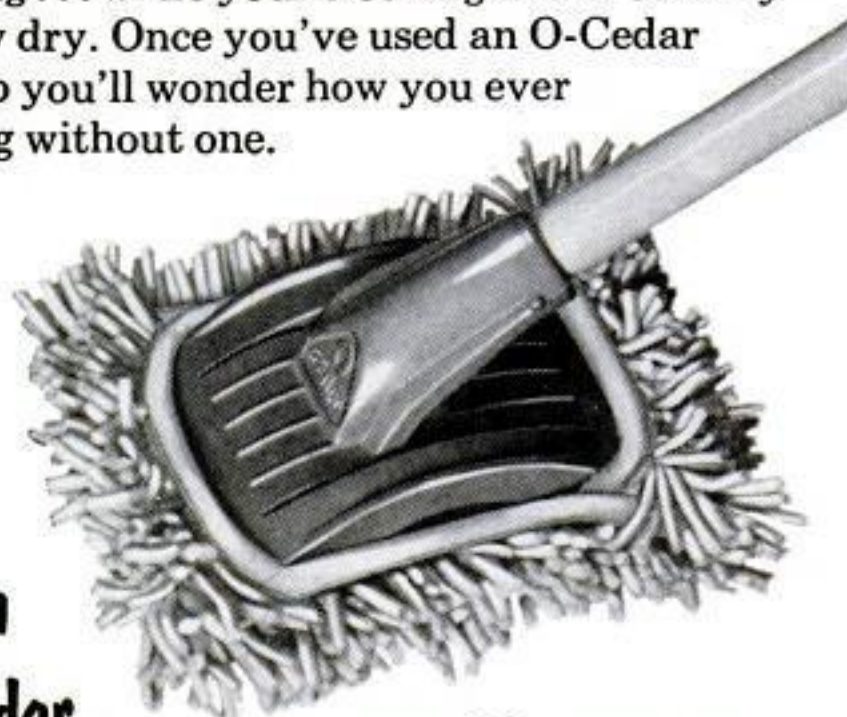


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Long four foot handle makes it easy to wash entire top without stretching.



WASHES GRILLES AND WHEELS
Amazing "Rubber Hand" arches and flexes... allows mop to fit into tight places.

Hundreds of cellulose "Scrub-Action" fingers loosen stubborn surface dirt with amazing ease, yet wipe your car dry after washing. Holding just the right amount of water at each dip, the Car Mop rinses as it washes... without splashing or spilling... while your clothing and shoes stay perfectly dry. Once you've used an O-Cedar Car Mop you'll wonder how you ever got along without one.

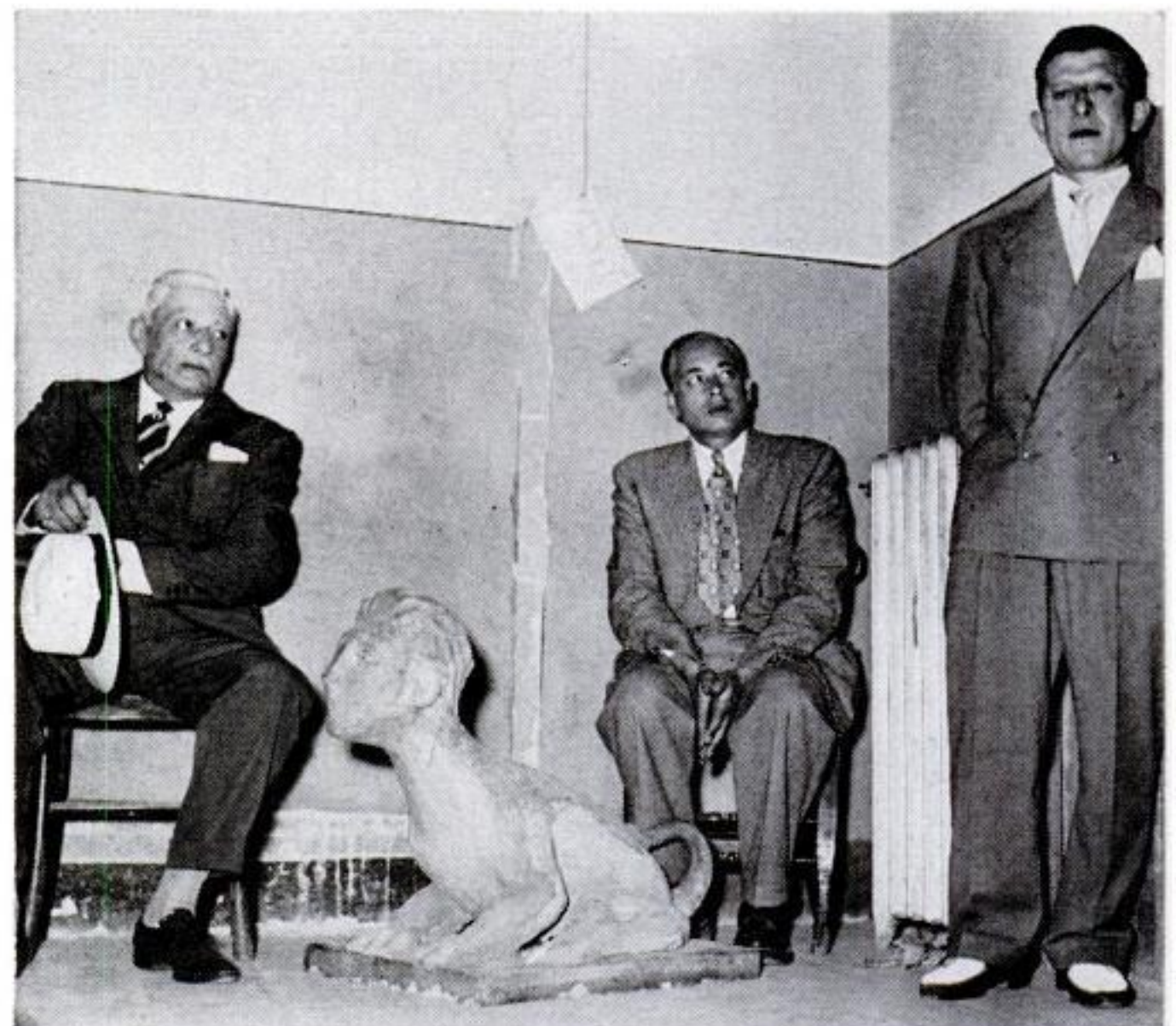


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Items on the Docket CONTINUED



AWAITING VERDICT in toad statue trial, Capuana (left) and his son eye Guarino, standing aloof, who charged he recognized himself in the sculpture.

THE TOAD IS WAY OF REVENGE

In Contrada lives Carmine Guarino whose nickname is "The Toad." A stickler for "*ordine costituito*"—the constituted order—Guarino once had forced Capuana to cut down a row of trees which hung over a public road. In Capuana's mind Guarino embodied all the uncompromising traditions of the past which caused the town to slight him years ago. The statue was Capuana's revenge, on Guarino and the town.

THE TENOR SOUNDS SOUR NOTE

José Faes got the job but the day he made his debut as a tenor in the chorus was the very day the opera director first got the feeling there was something radically wrong. After two more operas the director was certain he had traced the sour notes, and the very next morning José's contract was terminated. "If my voice isn't appreciated here," José spluttered, "I'll go elsewhere." He did. He went home to bed.



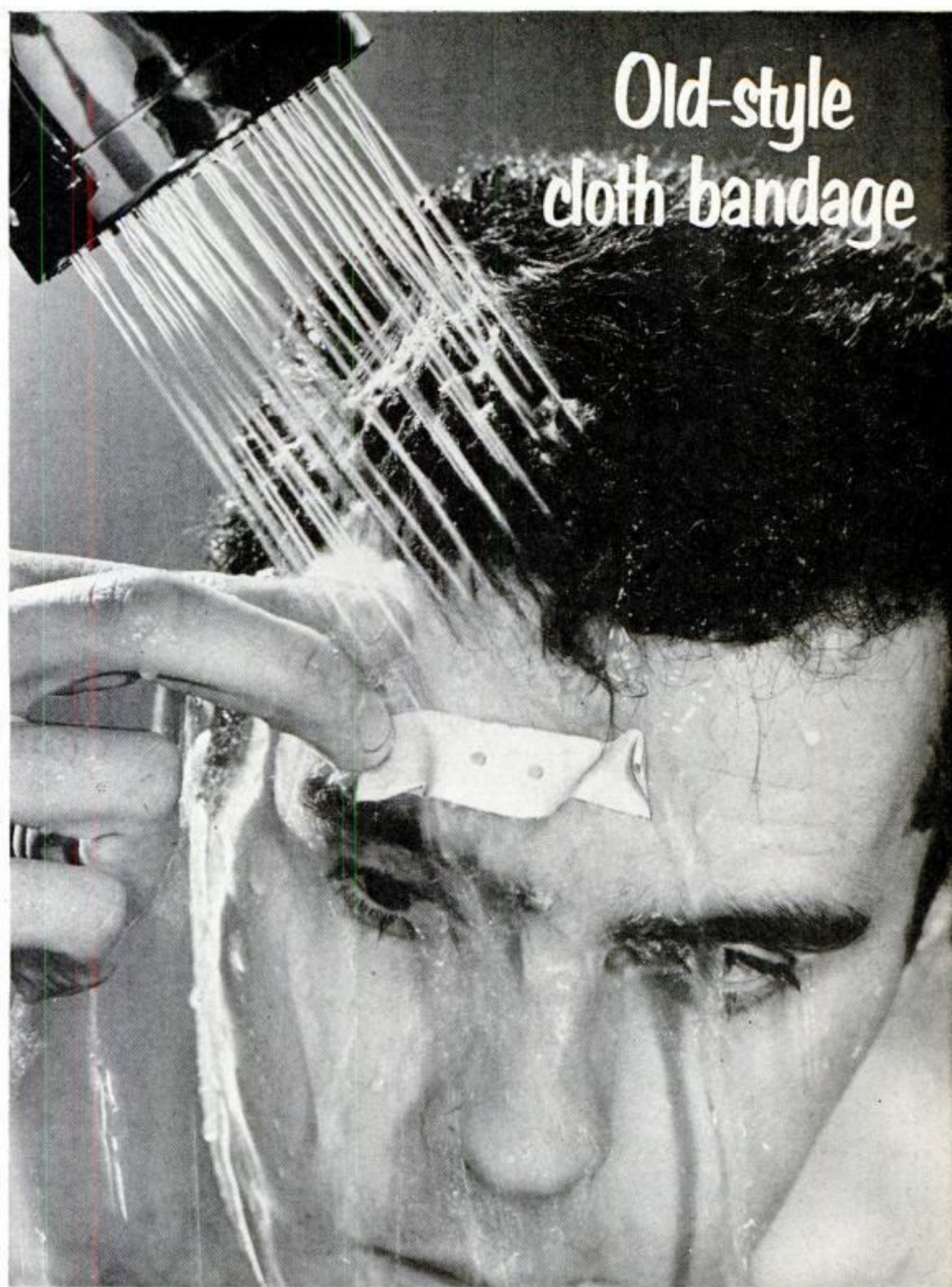
THE REJECTED TENOR, José Faes, stands at fence of opera house. The opera director's verdict on his voice was: "No caliber, no pitch, no nothing."

[CONTINUED ON PAGE 42](#)



New Curad
plastic bandage

New CURAD plastic bandage. You can shower, you can swim. A CURAD washes clean—doesn't wash off. Doesn't get watersoaked. It's plastic.



Old-style
cloth bandage

Old-style cloth bandage gets soggy and keeps coming unstuck. Not a CURAD. Water rolls off. It sticks tight even when you do the dishes.

The new plastic bandage CURAD[®] stays on when you wash!



Stays neat, stays clean, stays on. A CURAD outlasts three old-style bandages. Paper-thin and elastic—fits like your skin, moves with your skin even on hard-to-fit places. Has no dirt-catching cloth, no ravelly edges.

FLESH COLOR OR WHITE



FIGHTS GERMS—doesn't just cover 'em

Only CURAD contains Furacin*-Tyrothricin, the new wonder drug that killed or inhibited all 28 common wound bacteria in laboratory tests. This new germ-fighter will not stain your hands or clothes.

*Eaton Laboratories, Inc., brand of nitrofurazone

(BAUER & BLACK)

Division of The Kendall Co.

If sweet
soft drinks
leave you
thirsty



Switch to Squirt
... never an
after-thirst!



SWITCH TO *SQUIRT* Never an after-thirst

*Fresh, clean taste as you drink Squirt...
fresh, clean taste after you drink Squirt...
never an after-thirst!*

Yes, if sweet soft drinks
leave you reaching for a
water-chaser, then Switch to
Squirt—the one soft drink
that can say and prove—
never an after-thirst!

When you serve mixed
drinks, and when you
drink, be smooth about it
... Switch to Squirt, the
SMOOTH mixer.



COPYRIGHT 1953, THE SQUIRT COMPANY, BEVERLY HILLS, CALIF.

Items on the Docket CONTINUED



"TOAD'S" TORMENTER, Silvio Capuana, stands hat in hand and eyes averted before local court as the young judge prepares to impose his sentence.

FOR HATE: SUSPENDED SENTENCE

For all his outmoded monarchical notions, Guarino commands a certain respect in Contrada as a schoolteacher and deep thinker. The most thoughtless thing he ever did, however, was to complain about the statue for then everyone went to look, and laughed. Capuana too had made a mistake, having carved into the base of the statue, "Do you know who this is? Professor Toad." The magistrate ruled the statue defamed Guarino, gave Capuana a suspended sentence. Guarino wasn't satisfied. After all, he complained, "I *do* have that toad's face."

FOR 'LOVE': SEVEN-YEAR TERM

Quick to defend the family honor, Eva Closset descended on the opera manager, got no satisfaction. After the place was dark, she descended on the opera house itself, matches in hand. Four hours later all that was left of the Nimes opera house were the walls and a few neoclassic columns. "I did it for you, darling," sobbed Eva to José at the police station next day. The all-male jury found her guilty and this month she was sentenced to seven years of hard labor. José was not at the trial and, at last word, has taken up farming full time.



PYROMANIACAL PARENT, flanked by policeman, smiles weakly behind her defense lawyer. After long and incoherent testimony she was convicted.

Bring back the most exciting "travelog" on any screen...color movies of your vacation

Brownie Movie Camera

New
lower price **\$39⁷⁵**

Starts you this summer on a lifetime of happy movie making. Kodak-made . . . Brownie-priced . . . for simpler, surer, more economical 8mm. home movies

It couldn't be easier. Making home movies today is every bit as simple as making snapshots. What's more—with the fast $f/2.7$ lens of the "Brownie," you can get them just as easily in full color as black-and-white . . . indoors or out . . . night or day.

Only \$39.75 starts you off. The Brownie Movie Camera loads and operates as simply as a box Brownie. One easy setting adjusts for light. Then just aim and press the button. You're making movies . . . *wonderful* movies!

Film costs are low, too. A single roll of full-color 8mm. Kodachrome Film, only \$3.95, makes 30 to 40 average-length movie scenes . . . (\$3.25 for black-and-white) . . . and that, mind you, *includes* developing your film ready to show. Makes it hard to see how you can afford *not* to make movies!

To round out your Brownie Movie Team

Economical from start to finish. Now there's a Brownie Movie Projector at only \$62.50. Projects all 8mm. movies crisp and bright . . . big enough for living-room shows. "Stills," reverse action, too!

There's even a Brownie Projection Screen—a full 30-inch-wide beaded screen, with easel, it's yours at only \$4.50.

But get the whole story about home movies from your Kodak dealer. Or mail coupon to Kodak for your free copy of "Let's Make Movies."

Prices include Federal Tax where applicable and are subject to change without notice.

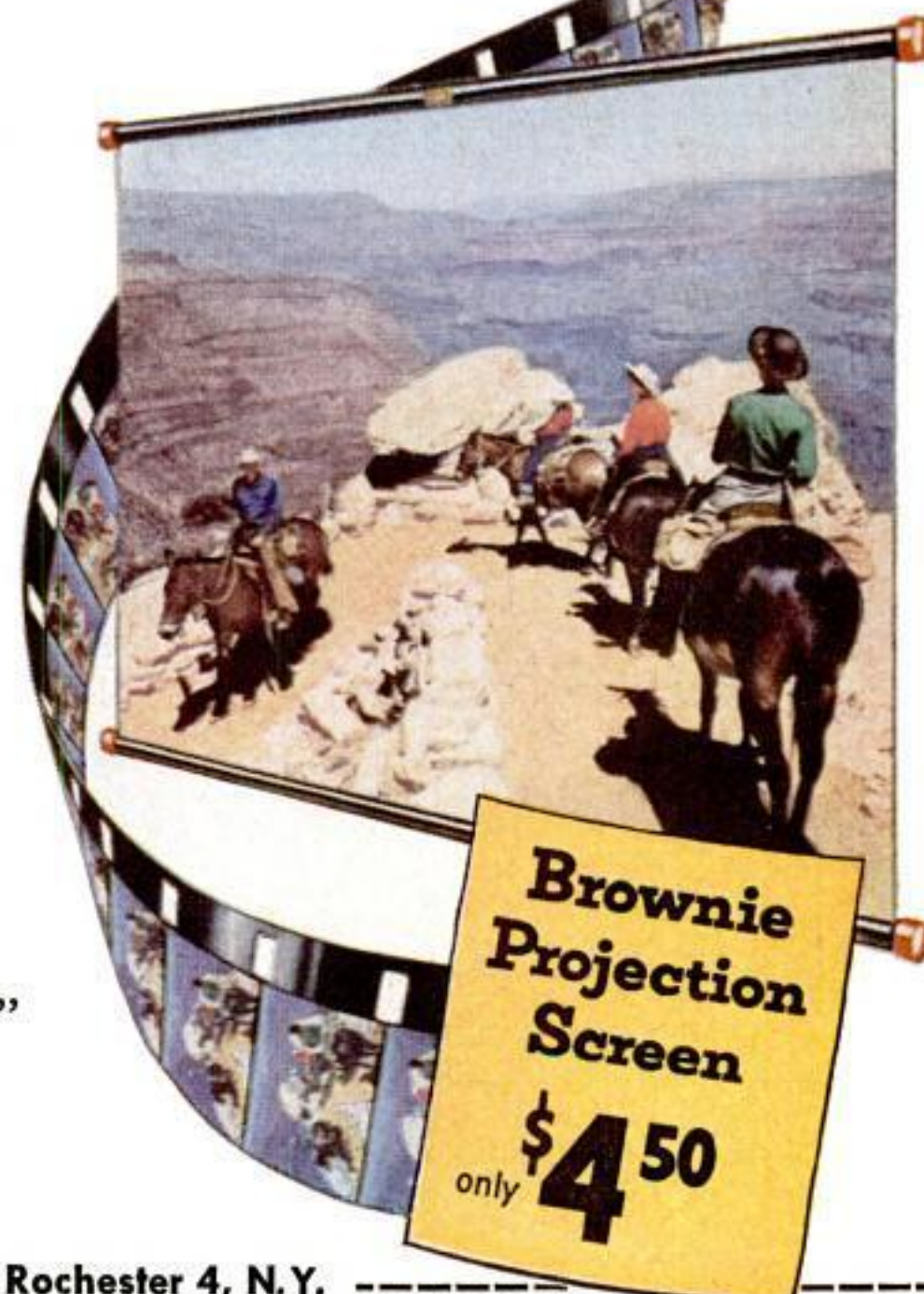


See "Photographic Equipment and Supplies"

Brownie Movie Projector

only **\$62⁵⁰**
easy terms if you wish

Brownie Movie Camera
only **\$39⁷⁵**
easy terms if you wish



Brownie Projection Screen
only **\$4⁵⁰**

Eastman Kodak Company, Rochester 4, N.Y.
Attention Dept. 6

"Let's Make Movies"

A free and fascinating booklet that tells you in clear, simple language how to make color movies . . . how to make movies indoors as well as out . . . how to choose the right camera for your needs. Here's the answer to home movies at their easiest, most satisfying best. Just fill out coupon and send to Kodak.

Please send free copy of "Let's Make Movies" to:

Name _____

Address _____

City _____ Zone _____

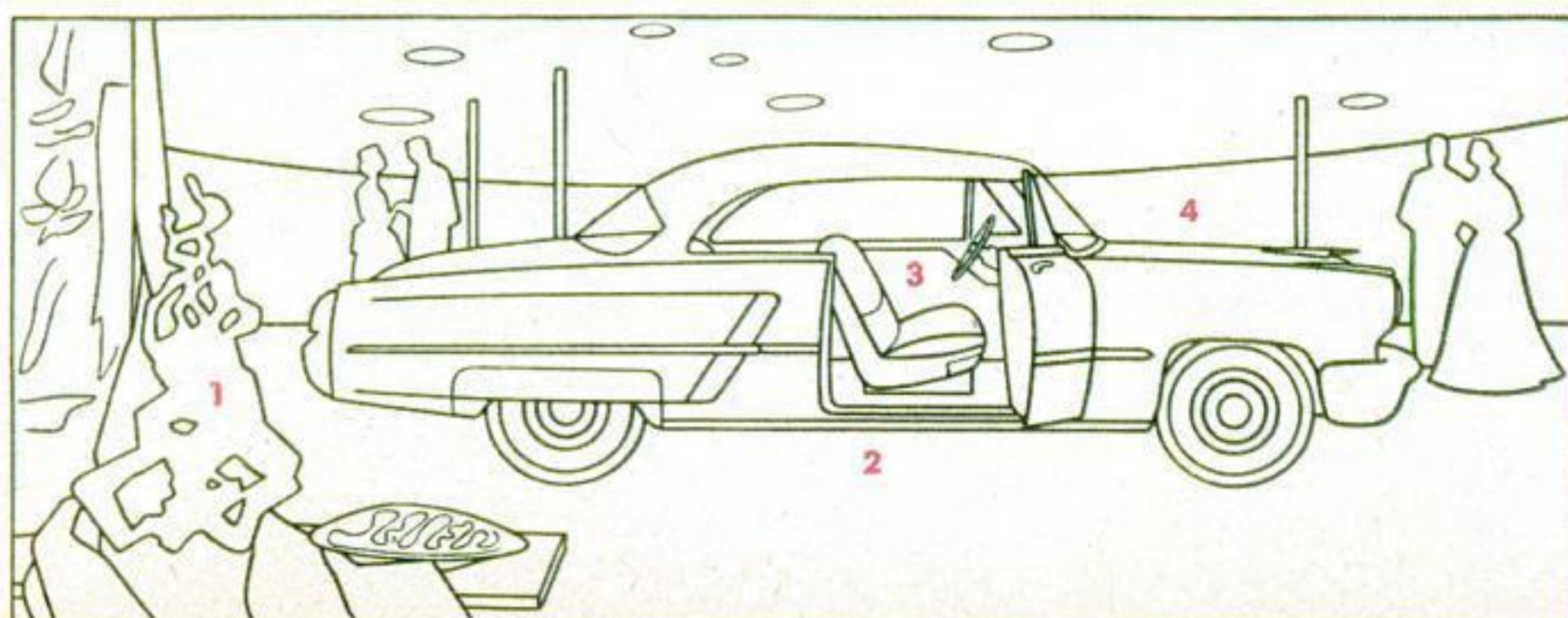
State _____



Kodak
TRADE-MARK

MODERN LIVING ON WHEELS

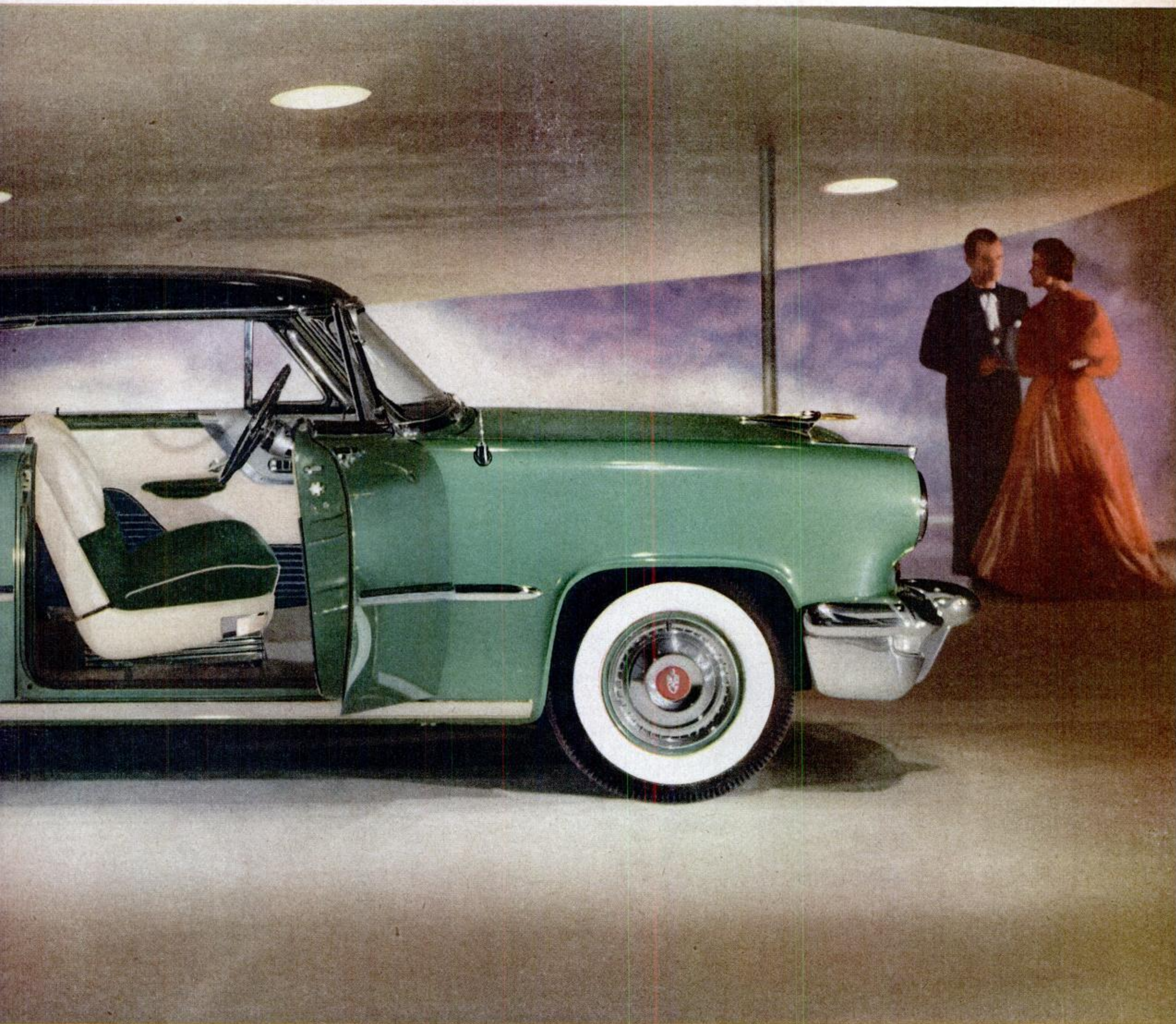
OPEN THE DOOR AND



1. The decorative hallmarks of modern living—abstract art, new-day fabrics and accessories—inspired Lincoln's new design. 2. The Lincoln Capri Custom Coupe, flawlessly finished in Empire Green crowned by Regent Black. 3. The sumptuous interior trimmed with dark green nylon and creamy white leather. 4. The mighty 205 horsepower engine which you control with the aid of Hydra-Matic Drive. Power steering, power brakes and the 4-way power seat help make driving effortless.

THIS is the car that broke away from the rest of the field. It tore loose from yesterday's power and design, and started a new epoch in motoring. For this is the new Lincoln which is rising steadily in

DISCOVER TOMORROW



Power steering, 4-way power seat, power brakes, sea-tint glass, white side-wall tires optional at extra cost.

the esteem of those who know and love fine cars.

Here is more than the astonishing performance of the new 205 horsepower V-8 engine. Here is an entirely new idea in power. Response plus ease in driving such as you've never known before.

You turn the wheel, light as a whisper, and power steering takes over. Coupled with exclusive ball-joint front-wheel suspension, it provides unsurpassed control and handling and parking.

You press a button, and the world's first 4-way power seat moves up or down; press another, and it moves forward or backward. You tap the suspended brake pedal with a toe-light tread, and new power brakes bring you to a silky-smooth stop.

True, Lincolns won the first four places among stock cars in the Mexican Pan-American Road Race plus first among fine cars in the Mobilgas Economy Run. But today's Lincoln is far more than a superbly powered car. It has a new kind of beauty that comes from the spirit of modern living. Its lines are clean—not pompous. Its interiors are striking without being ostentatious.

Its flawless beauty and power give you motoring that makes yesterday seem years ago.

This experience is as near as your dealer's showroom. See him for a demonstration drive with a new Lincoln Cosmopolitan or Capri.

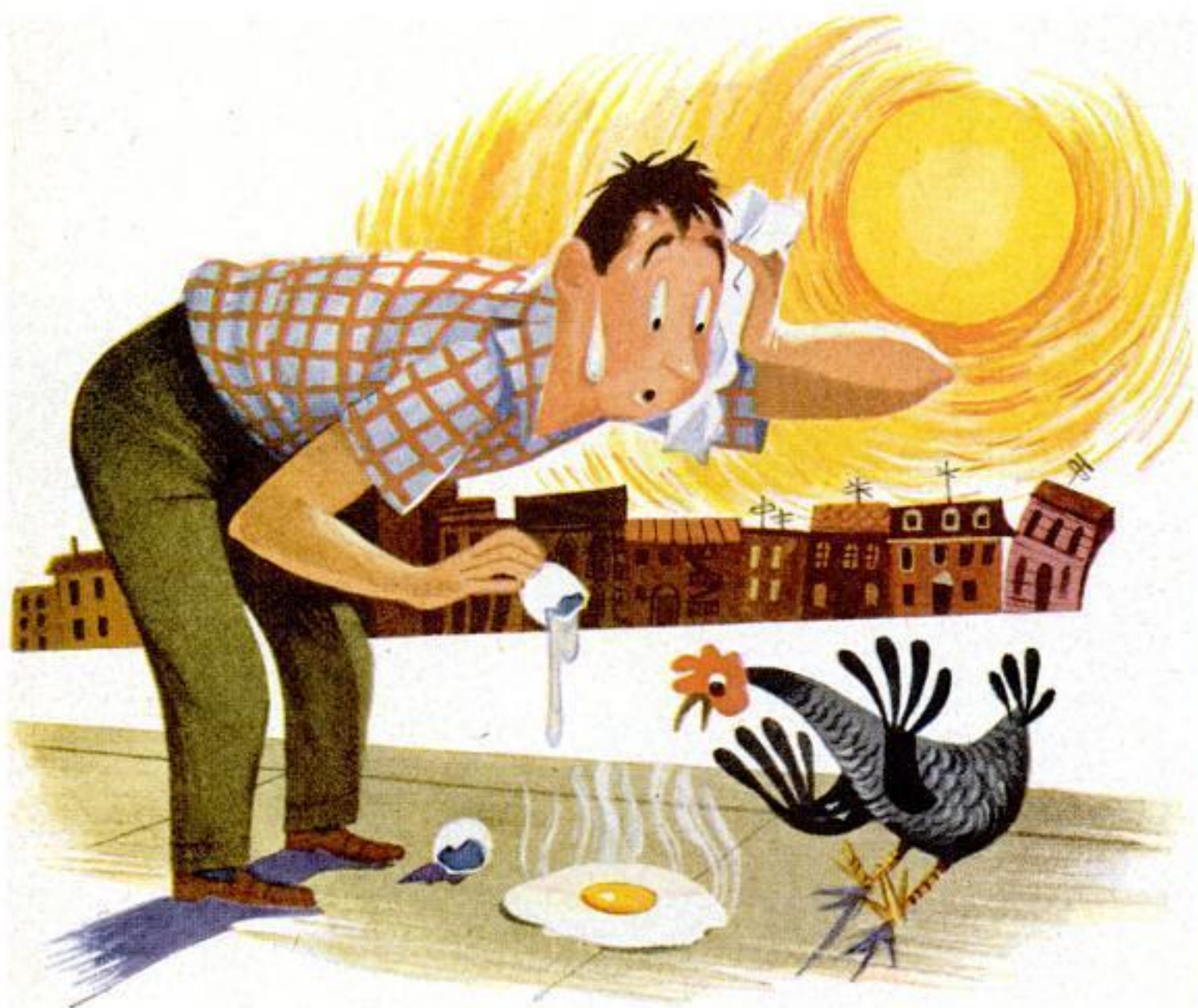
LINCOLN DIVISION • FORD MOTOR COMPANY

LINCOLN

THE ONE FINE CAR DESIGNED
FOR MODERN LIVING—COMPLETELY
POWERED FOR MODERN DRIVING

Crowning Achievement of
Ford Motor Company's 50th Anniversary
"50 Years Forward on the American Road"





Though it's hot enough for this — it's always winter in your refrigerator...

that's why Ballantine Beer is deep-brewed for

Flavor that chill can't kill



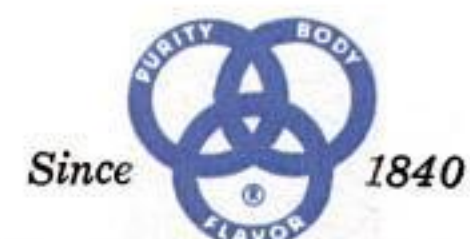
Beer is usually served
at a refreshingly cold
35° to 42° Fahrenheit.

How cold do you like your beer?
Good and cold, if you're like most
people. Here's beer you can chill to
your heart's content.

Ballantine Beer is *deep-brewed*
from the world's choicest grains and
hops to hold its flavor at whatever
temperature you like best!



BALLANTINE BEER



Since 1840
P. Ballantine & Sons, Newark, N. J.



NEW PORTRAIT, in a rococo shape, shows Casanova, book and Cupid, symbolizing his literary and love pursuits.

A Great Lover's Looks

AN ART RESTORER DISCOVERS THE FIRST FULL PORTRAIT OF CASANOVA

Ever since the 18th Century, when he cut a rakish and ravishing path through Europe, the name of Casanova has stood for the superlatively great lover. But except for two sketchy profile portraits (p. 48), the lover's looks have remained more or less a mystery. This month the mystery was cleared up. An art restorer in Bologna announced his discovery of a full-face portrait of the famous Italian libertine. The restorer had found it, dirt-laden and unidentified, in an antique store

and, in the process of cleaning it, had uncovered a small label with the inscription, "Jean Jacques Casanova, 1767." Experts verified the sitter's identity by the clothes and trinkets he wore and attributed the portrait to Raphael Mengs, a friend of Casanova. Painted when the Italian was 42, it revealed him as a hyperthyroid type, with bulging eyes, sensuous lips and drooping chin, and indicated that it must have been more than his looks that gave Casanova his fatal charm.

Cutting down your score
or cutting up a tree



Arrow Shorts never bind!

BEND! SIT! RUN! JUMP!

Here's ease as you've never known. Take a f-u-l-l backswing, for these Arrows have no center seam... they'll never "ride up." Note the generous contour seat... the roomy, pleated crotch.

And, of course, all Arrow shorts are

made of "Sanforized" fabrics that won't shrink over 1%. Stop in today for your wonderful, wearable Arrow shorts.

The shorts shown in main illustration have the heat resistant, all-elastic waistband. Arrow shorts are priced at \$1.50 up. Arrow undershirts \$1.00 up. Cluett, Peabody & Co., Inc.



Smart looking tie with Gripper Snap Fasteners



Waist-fitting elastic sides with Gripper Snap Fasteners

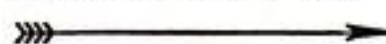


Waistband with comfortable French Back construction



Arrow Guards—knitted briefs of fine combed cotton

ARROW[®] SHORTS



GREAT LOVER CONTINUED



AS AN AGING MAN of 63 years, Casanova had his right profile sketched by an unknown artist.



AS A YOUNG MAN, Casanova had his left profile painted by his younger brother, Francesco.



DISCOVERER of new portrait, Armando Preziosi, cleans surface of painting. He swapped a clock, some vases and a battle painting for the portrait.

CONTINUED ON PAGE 50

Swift & Company pays you Dollars for these Swift'ning* discs

Easiest money you ever made!
4 discs from 3-lb. cans bring you \$1.00 in cash!

You'll find a paper disc like this inside each 3-lb. can of Swift'ning. Save them and mail—4 at a time—to: Dollars for Discs, P. O. Box 6336, Chicago 77, Ill. You'll get a dollar for each 4 discs. (Offer good until December 31, 1953.)



*Swift'ning is the trade-mark for Swift & Company's Shortening.

ONCE you've become acquainted with Swift'ning, we are sure you're going to like it better than any other all-purpose shortening. That's why we offer you this money-making plan.

And once you've tried Swift'ning in all your baking and frying you'll see why so many good cooks praise it to the skies. No other shortening does so much, gives you so much as wonderful Swift'ning. Look for it in the red, white and blue can.

Start the day bright!

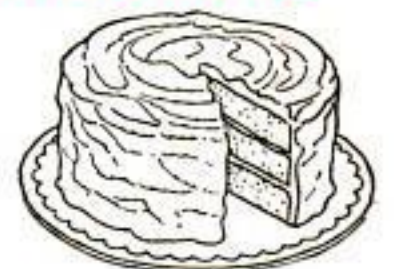
Don McNeill's
Breakfast Club

ABC RADIO • WEEKDAY MORNINGS



It pays in lots of ways to switch to Swift'ning

FINER CAKES—Swift'ning has a special "quick-mix" ingredient. It makes the highest, lightest cakes obtainable.

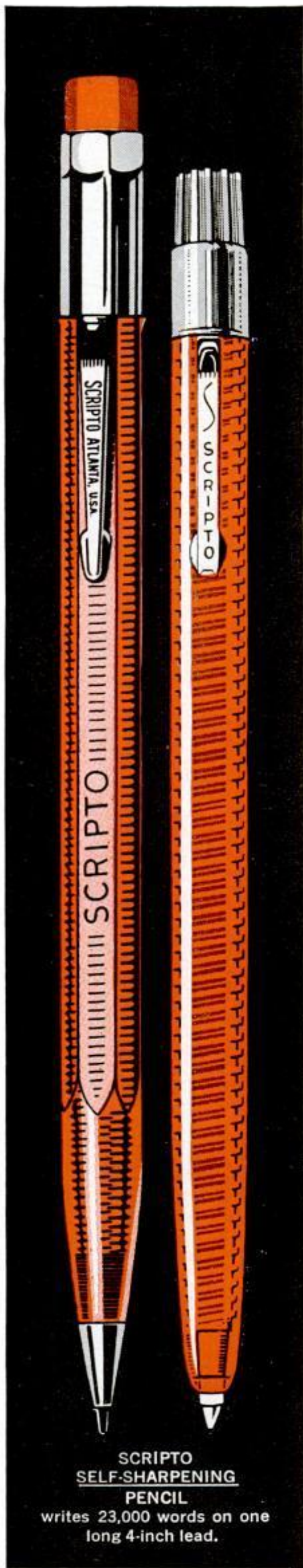


FLAKIER PIES—actually no other shortening makes such flaky pies as rich, rich Swift'ning.

BETTER-TASTING FRIED FOODS—Swift'ning doesn't develop "off" flavors or odors in frying as some shortenings do.



Swift'ning is the most digestible shortening you can buy!



**SCRIPTO
SELF-SHARPENING
PENCIL**

writes 23,000 words on one
long 4-inch lead.

**SCRIPTO
RETRACTABLE BALL PEN**
with original ink approved
by banks. Starts instantly.
No smear. No leaks.

29¢
ONLY EACH
Fed. Tax included.

Always use Scripto leads
and erasers.
Scripto, Inc., Atlanta, Ga.

Scripto
GUARANTEES
THE
BEST...
in writing!

Scripto gives
you the most
in writing
value at the
lowest price.
Precision
manufacturing
methods, know-
how and skill
have made
Scripto the
world's largest
manufacturer
of mechanical
writing
instruments.



**SCRIPTO
INK RESERVE
FOUNTAIN PEN**
Never again be
caught with an
empty pen!

\$1.00
ONLY
Fed. Tax included.

GREAT LOVER CONTINUED



AS LOVER, Casanova wooed women in all the capitals
of Europe. He had several children but he never married.

FROM BEDS TO BOOKS

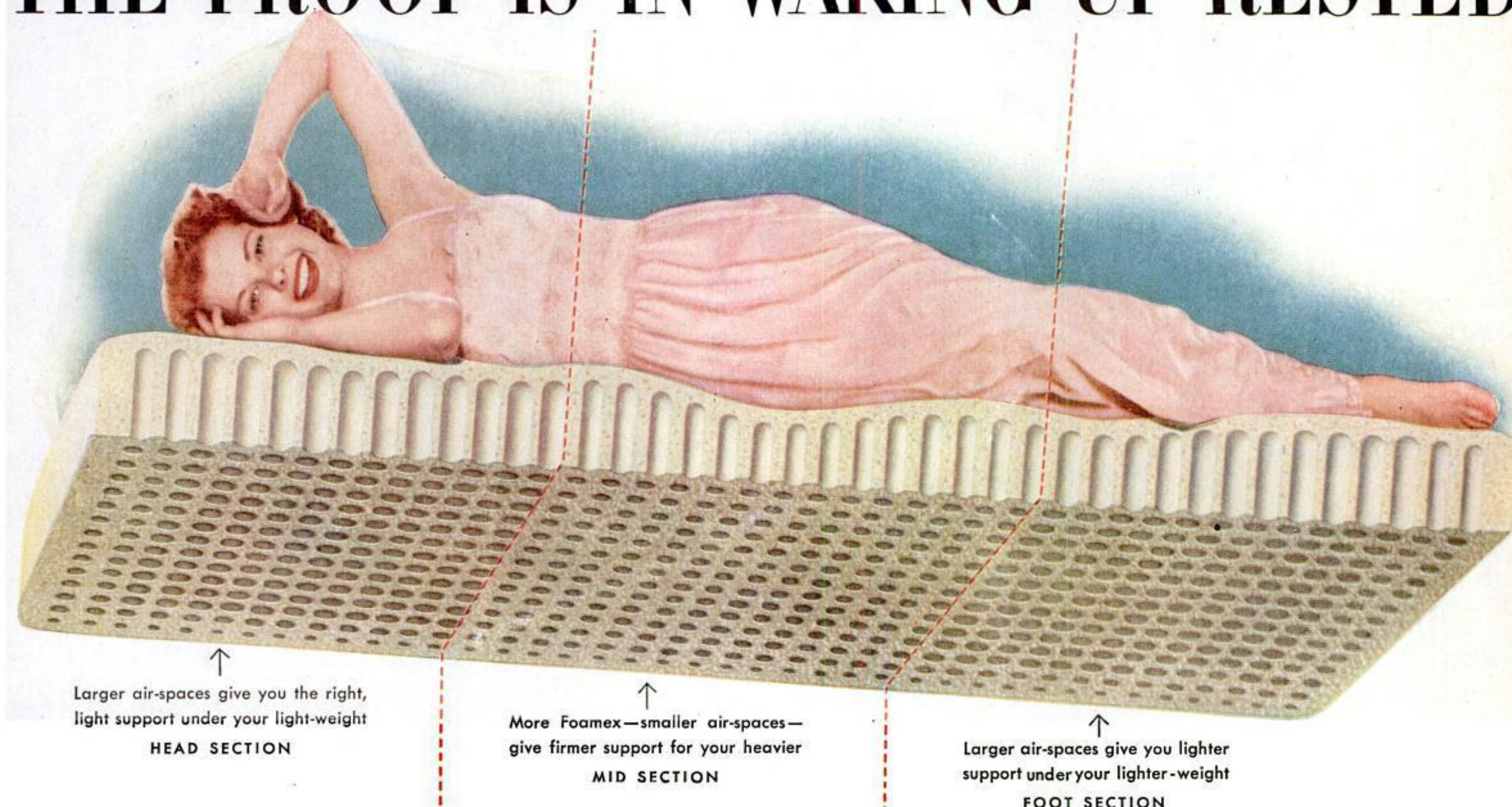
Women, Casanova once declared, are like books. They attract by their title pages but they must be read through to be enjoyed. Such an analogy was a natural one for the Italian adventurer, for books and women were two dominant passions of his life. Born in Venice in 1725, he was so precocious that he was rigorously educated for the clergy. But though quick with Latin, he was far quicker with ladies and at 16 was expelled from a seminary for scandalous conduct.

This was the first of a series of banishments that punctuated the 73 years of Casanova's life—a restless, wandering life that was held together solely by a continuous thread of lovemaking. Circulating from St. Petersburg to London, he was by turns a journalist, preacher, diplomat, silk manufacturer, lottery director, spy, magician, gambler and, always, a lover. In his old age he returned to books as librarian for Count Waldstein in Bohemia, but most of his time was devoted to writing his memoirs, recalling the seductions of his past and affirming that, if ever he was wicked, "it was only from lightness of heart."



AS LIBRARIAN, Casanova was taunted by Bohemians for wearing old-time finery. He retreated to his study where he wrote memoirs, science treatises.

THE PROOF IS IN WAKING UP RESTED



only the Firestone Foamex Mattress is Form-Fitted to relax you in balanced sleep-comfort...from head to foot!

You'll never know how completely restful and refreshing *Foamex* sleep can be—until you wake up on a *Foamex* Form-Fitted Mattress.

You wake up all over—all at once. Because you've been relaxing, resting *all over*, all night long! No reluctant little pockets of tiredness to drag you down. No aching muscles, taut nerves.

Foamex gives in to you!

Your Form-Fitted Mattress pampers every curve of your body with the right amount of cradling support. Never lets your heavier mid-section down.

You get up and *Foamex* "gets up" with you—plump-perfect, never to sag, lump, stretch or hollow out. Not now. Not ever. In fact, a *Foamex* mattress carries a Lifetime Guarantee!

Would you trade sleep for bargain bedding?

Your *Foamex* Form-Fitted Mattress offers the utmost in sleep comfort. So when you see "cut rate" bedding...be sure they haven't reduced the sleep along with the price.

Look for the Firestone *Foamex* label. The rest comes naturally.

Call Western Union by number; ask for Operator 25. She will give you the name of the store nearest you that features this luxury sleep combination.



Look for the Firestone "F" on the ticking of the *Foamex* Supreme Sleep Set

Firestone Foamex Supreme Mattress **79⁷⁵**

Specially Designed Supreme Box Spring **69⁷⁵**



FOAMEX for comfort in cars



FOAMEX for comfort in pillows



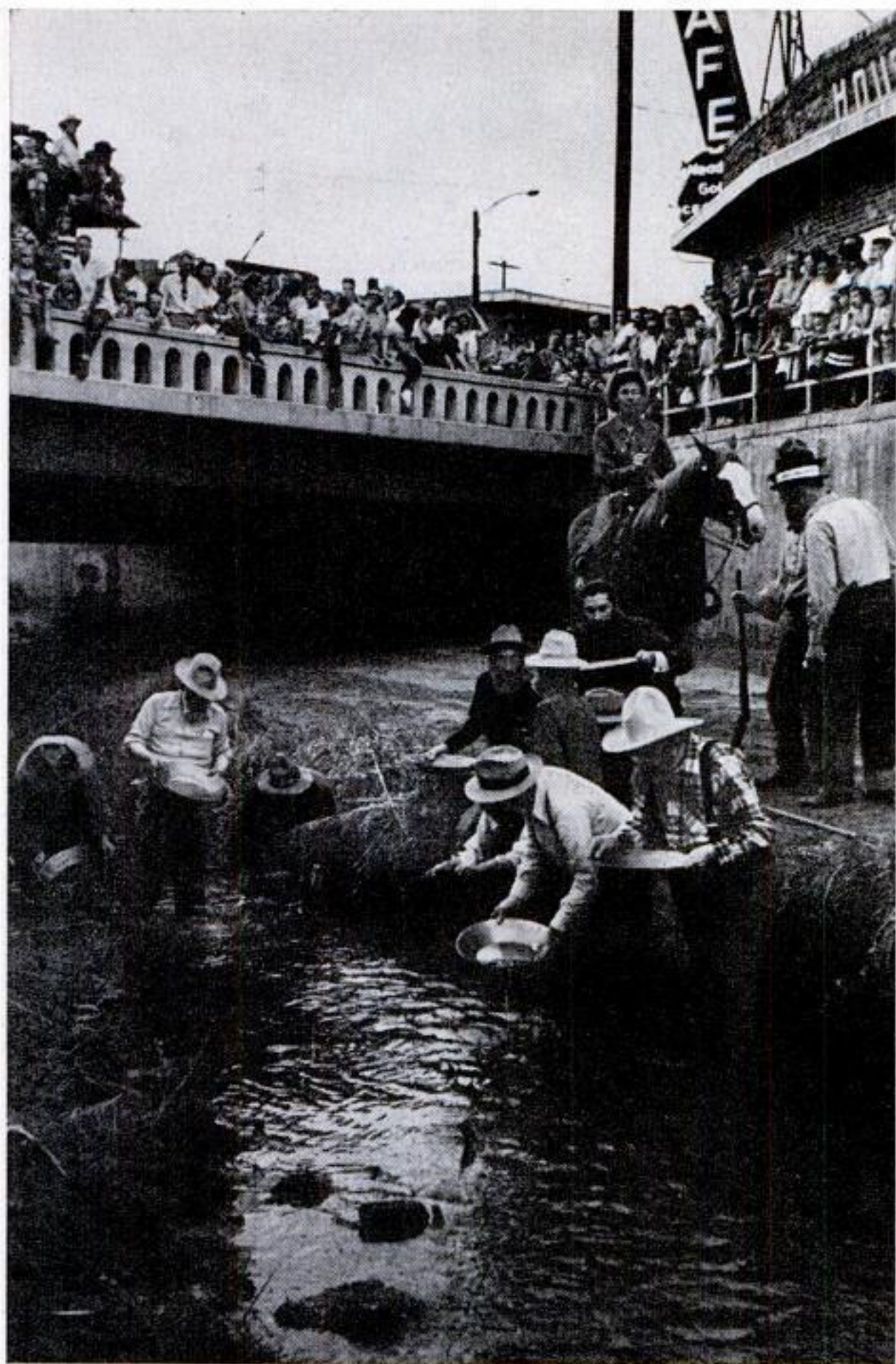
FOAMEX for comfort in furniture

Firestone FOAMEX[®] Supreme MATTRESS
 Enjoy the Voice of Firestone Monday Evenings Over NBC Radio and Television
 ©1953 FIRESTONE INDUSTRIAL PRODUCTS COMPANY
GUARANTEED FOR LIFE





WEARING DERBIES, BEARDS AND LONG DRESSES OF THE TOWN'S GOLD RUSH DAYS, CITIZENS OF ENGLEWOOD PAINT THE SIDEWALKS A GLITTERING GOLD



ENGLEWOODERS GOLD-PAN IN CREEK UNDER BROADWAY BRIDGE

GOLD ON THE STREET

Coloradans relive the panning days of old

The first gold ever to raise a gleam in a prospector's eye in Colorado was panned in 1858 in Dry Creek, over which now runs Broadway, the main street of a Denver suburb called Englewood. For their golden jubilee Englewood naturally wanted to do it up gold. With 76 gallons of paint they painted the sidewalks gold (opposite), planned to spray a four-foot gold swath down the street. Then wearing beards and long dresses—a triumph of civic pride over heat—they trooped to the creek to re-enact the panning days of yore. Flecks of gold are still found in the creek, but just to make sure the committee planted \$30 worth of gold-bearing ore.

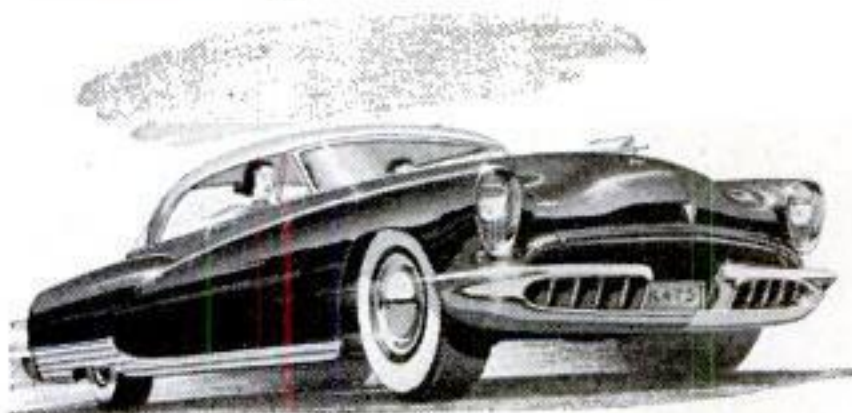


RESTAGING OLD BANDITRY, ENGLEWOODERS ROB WOOLWORTH'S

Seal in All Your Horse- power

with the

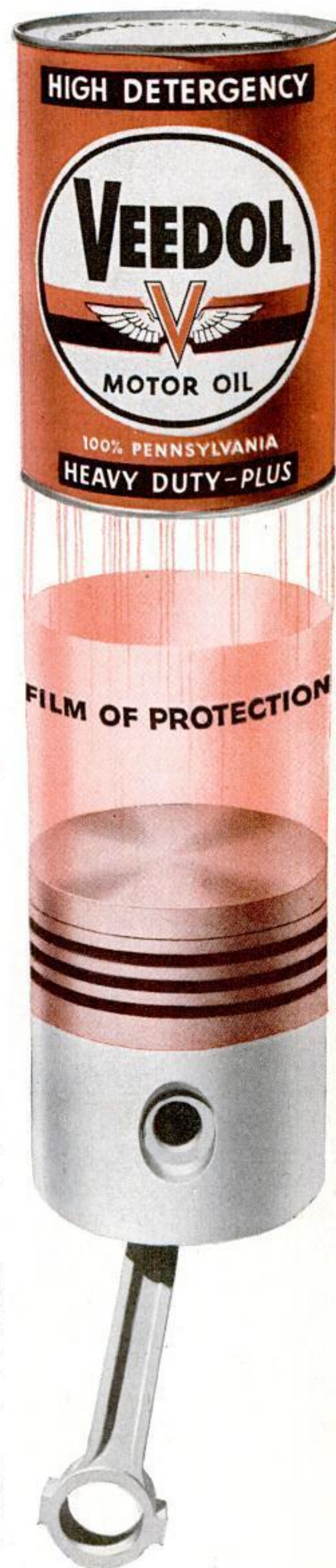
Veedol High-Detergency
"Film of Protection"



Don't lose *any* of the horsepower the makers built into your powerful engine! Seal in *all* the fine performance of your car . . . with the famous VEEDOL High-Detergency "Film of Protection."

New VEEDOL High-Detergency motor oil is "100% Pennsylvania." By resisting blow-by, it seals in horsepower. By holding contaminants in suspension, it assures a cleaner engine after draining. And by forming a protective anti-corrosion film on metal surfaces, it fights the ravages of acid "engine sweat." So . . .

KEEP all your horsepower! Use all the power your car can deliver . . . by draining and refilling your crankcase every thousand miles with fresh VEEDOL High-Detergency motor oil!



Federal Flying-A-Tires . . .
Good for a long safe ride!



BIG FACE, BIG SCENE,

The enormous close-up above will soon be filling movie theater screens across the land, and the movie of which it is a part will probably be making the most hopeful news out of Hollywood this year. The scene is Calvary (pp. 58, 59) where the Christian slave Demetrius looks up in awe at Christ on the Cross. The movie is *The Robe*, the first

film to be made in the wide-screen CinemaScope (LIFE, July 20) and the long awaited Biblical epic based on Lloyd C. Douglas' best-selling (four million copies) novel. Scheduled to open in New York next month, *The Robe* will be seen in almost a thousand theaters by the end of the year.

Unlike the gimmick-ridden stereoscopic movies which



A man 5 feet 8, standing before CinemaScope screen, is dwarfed by its 63-by-24 foot dimensions and looks no bigger than Mature's nose.

BIG SCREEN, BIG NEWS

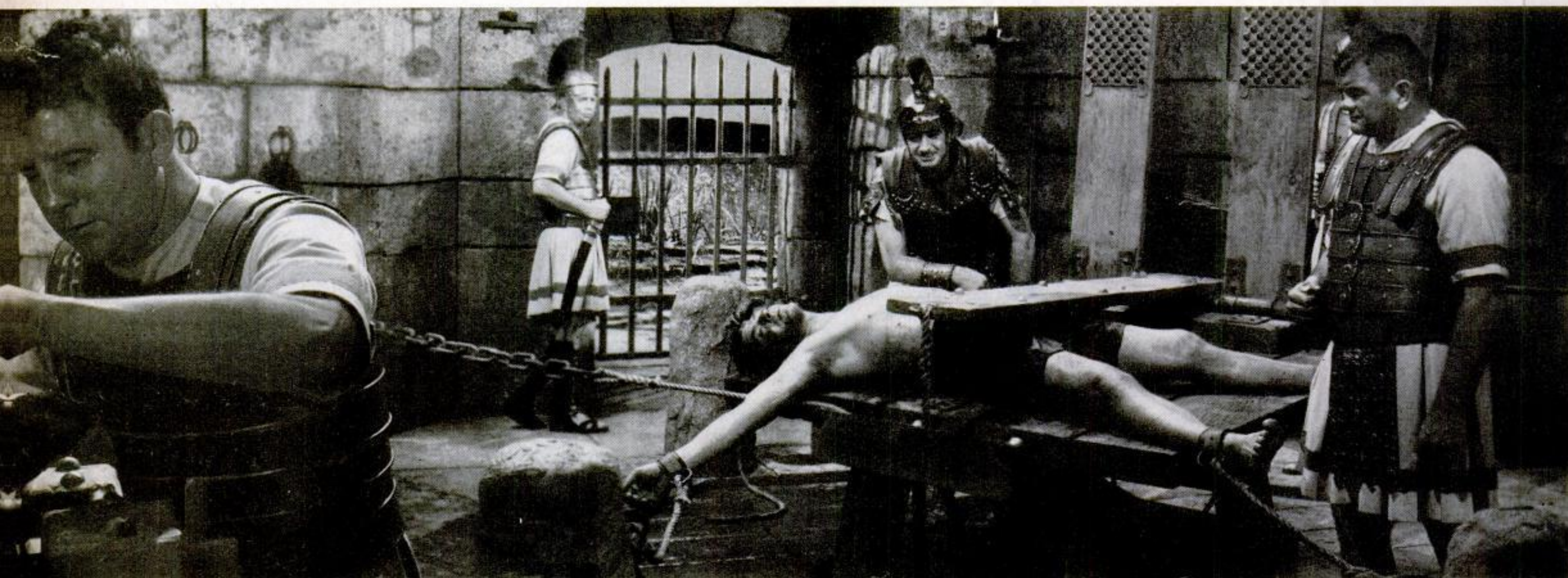
were made as quickies to capitalize on the novelty of 3-D, *The Robe* represents a serious effort by its producer, Frank Ross, to use Hollywood's newly adopted picture-making techniques for an important and impressive subject. In color and on the huge, curving CinemaScope screen *The Robe* gives a pleasing succession of murallike effects and

achieves an illusion of depth without special glasses. Hollywood expects *The Robe* to challenge the commercial success of *Gone with the Wind* (\$35 million) even in this period of weakening box office. Its makers, 20th Century-Fox, are so confident they have already spent \$3 million to complete its sequel, tentatively called *The Gladiators*.



THE ROAD TO JERUSALEM stretches across the CinemaScope screen whose dimensions (2.55 times as wide as it is high) are indicated by the three pictures

on this page. Here Marcellus, an officer who was banished from Rome, approaches the city on a white horse followed on foot by his Greek slave Demetrius.



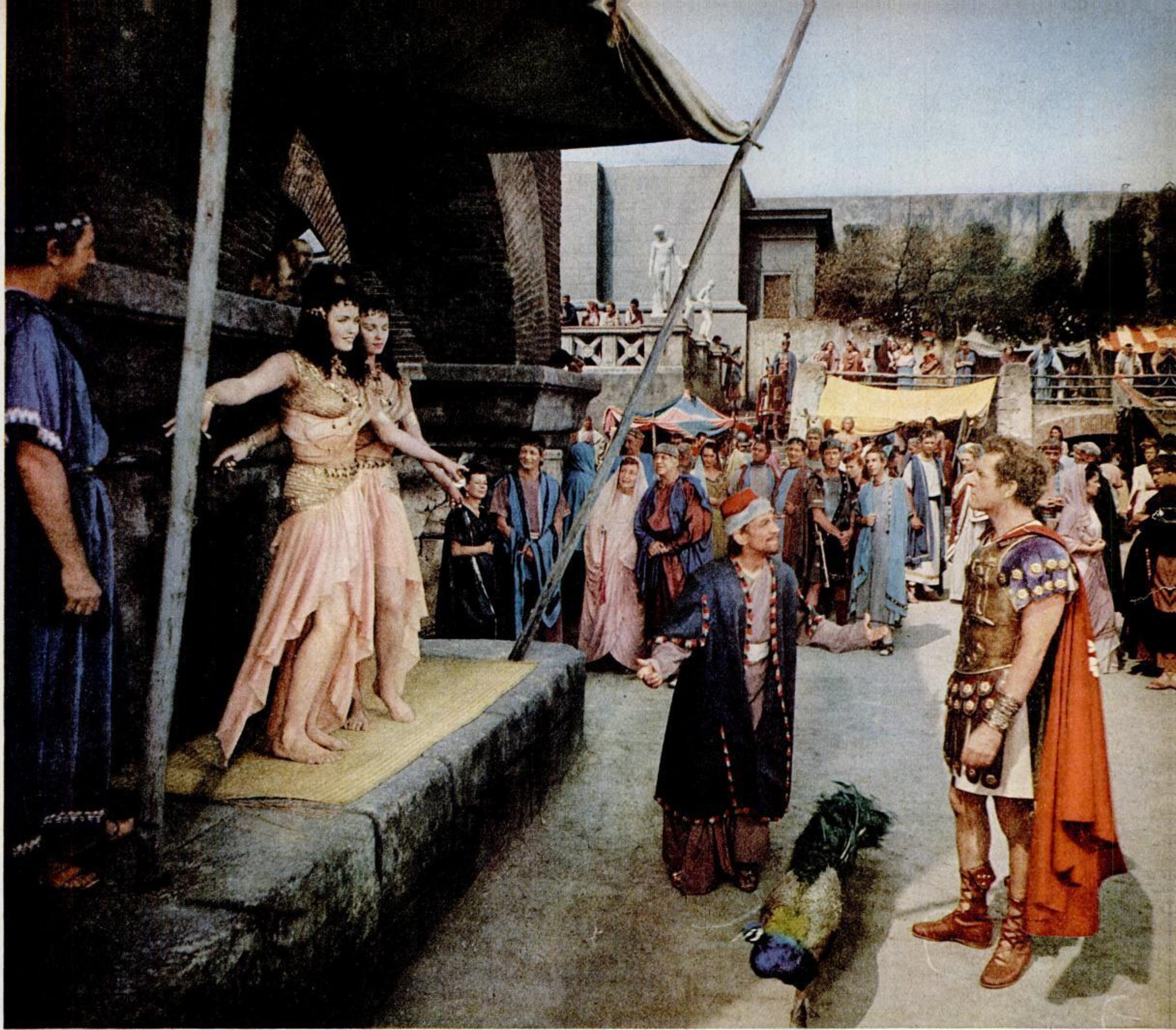
IN PRISON—and lying across half the width of the screen—the tortured body of Demetrius who has been newly converted to Christianity is racked by the

Praetorian Guards. They are trying to get him to reveal the hiding place of Christians who are outlawed and persecuted by the Romans as traitors to the state.



THE COURT OF CALIGULA shows up impressively in one of the movie's final scenes. The decadent emperor vents his wrath on his officer, Marcellus, and

the aristocratic Diana. Marcellus has turned Christian and Diana, whom Caligula covets, not only spurns the throne but turns Christian along with Marcellus.



SLAVE MARKET in Rome is visited by tribune, Marcellus (Richard Burton, right), who has dealer display the charms of a pair of Macedonian dancing-girl

twins. He is outbid for girls by an agent of the mad heir to the Emperor Tiberius, Caligula, but goes on to outbid Caligula for the fractious Greek slave, Demetrius.



ROMAN ARISTOCRATS, Marcellus and Diana (Jean Simmons), find love is frustrated by Caligula.



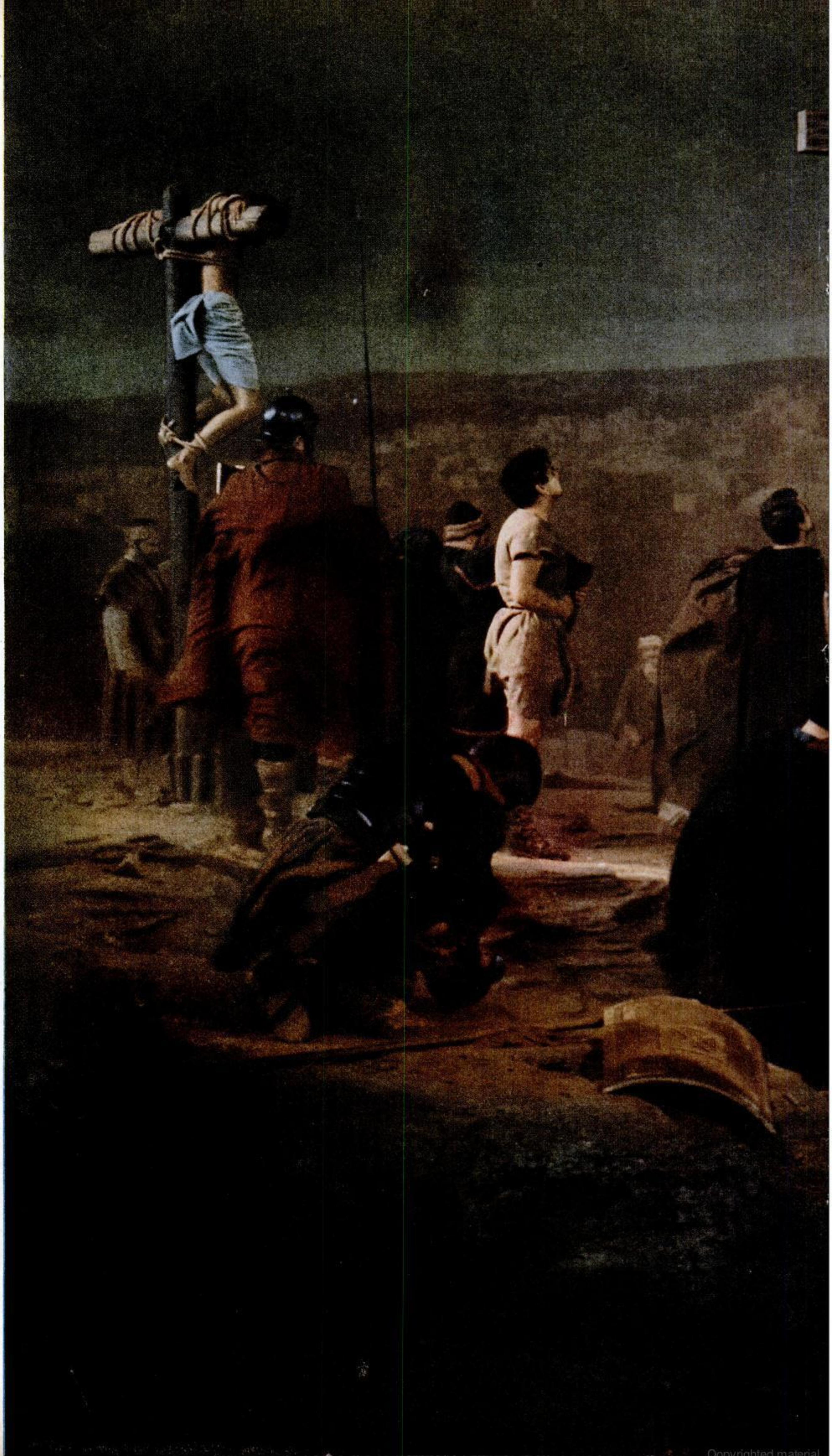
EARLY CHRISTIAN, Miriam (Betta St. John), a paralytic, lost bitterness after Jesus spoke with her.



THE ROBE is held by Demetrius as Roman soldiers shoot dice for it after Crucifixion of Jesus.

CONTINUED ON NEXT PAGE

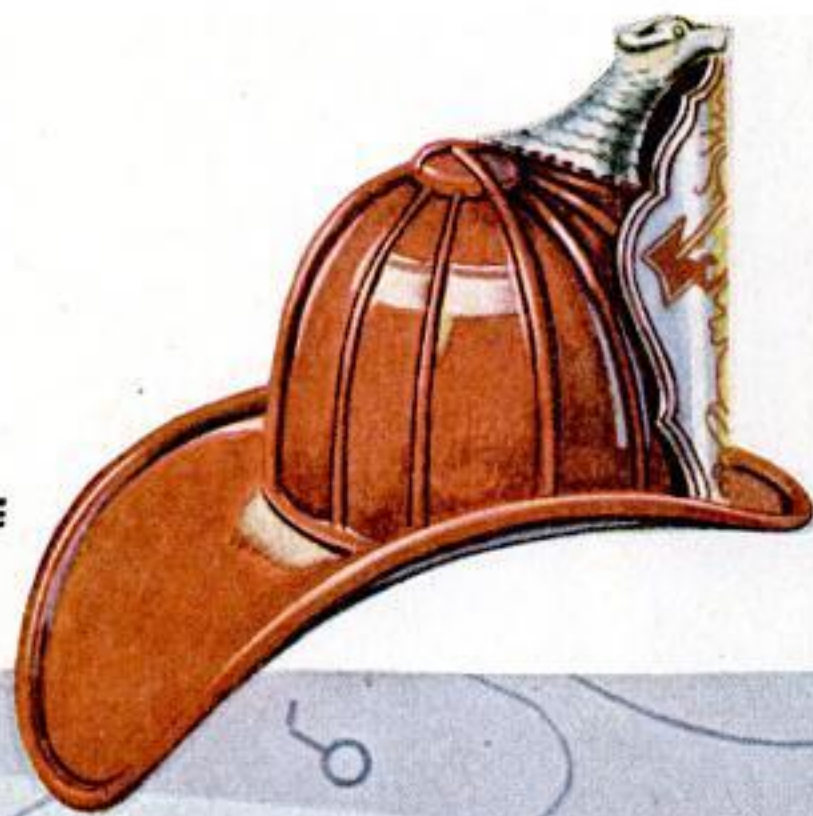
THE ROBE CONTINUED



ON CALVARY a great storm begins to obscure the sky as the soldiers, who have been rolling dice for Jesus' clothes, finish their game. Marcellus (to the left of Jesus' Cross), who has won, looks up as Demetrius, who is holding the robe, stares transfixed at his Lord's face.



TEXACO **FIRE-CHIEF** GASOLINE



TEXACO **Sky Chief** GASOLINE

ONLY

these 2 Great Gasolines...

are **100% CLIMATE-CONTROLLED** for your area
and for each one of the 25 weather areas
in the U.S.A!

THESE 2 great gasolines are scientifically blended to give you *maximum* performance in your own weather area and wherever you drive! That's because engineers refine Texaco Sky Chief and Fire-Chief for climate, altitude and season in each one of the country's 25 weather areas.*

And remember — only Texaco Dealers offer you weather-wise Sky Chief, the premium gasoline for those who want the best . . . and weather-wise Fire-Chief that sells at regular gasoline prices — both 100% **CLIMATE-CONTROLLED** for all 48 States!

So fill up at your Texaco Dealer . . . now more than ever
the best friend your car has ever had.

*Texaco engineers analyzed more than 40 years of weather records, then divided the U. S. into 25 weather areas.

THE TEXAS COMPANY
TEXACO DEALERS
in all 48 states

Texaco Products are also distributed in Canada and Latin America



The Open End for Home Mortgages

A SIMPLE WAY OF BOOSTING SIZE OF LOAN
MAKES IT EASIER TO REMODEL THE HOUSE

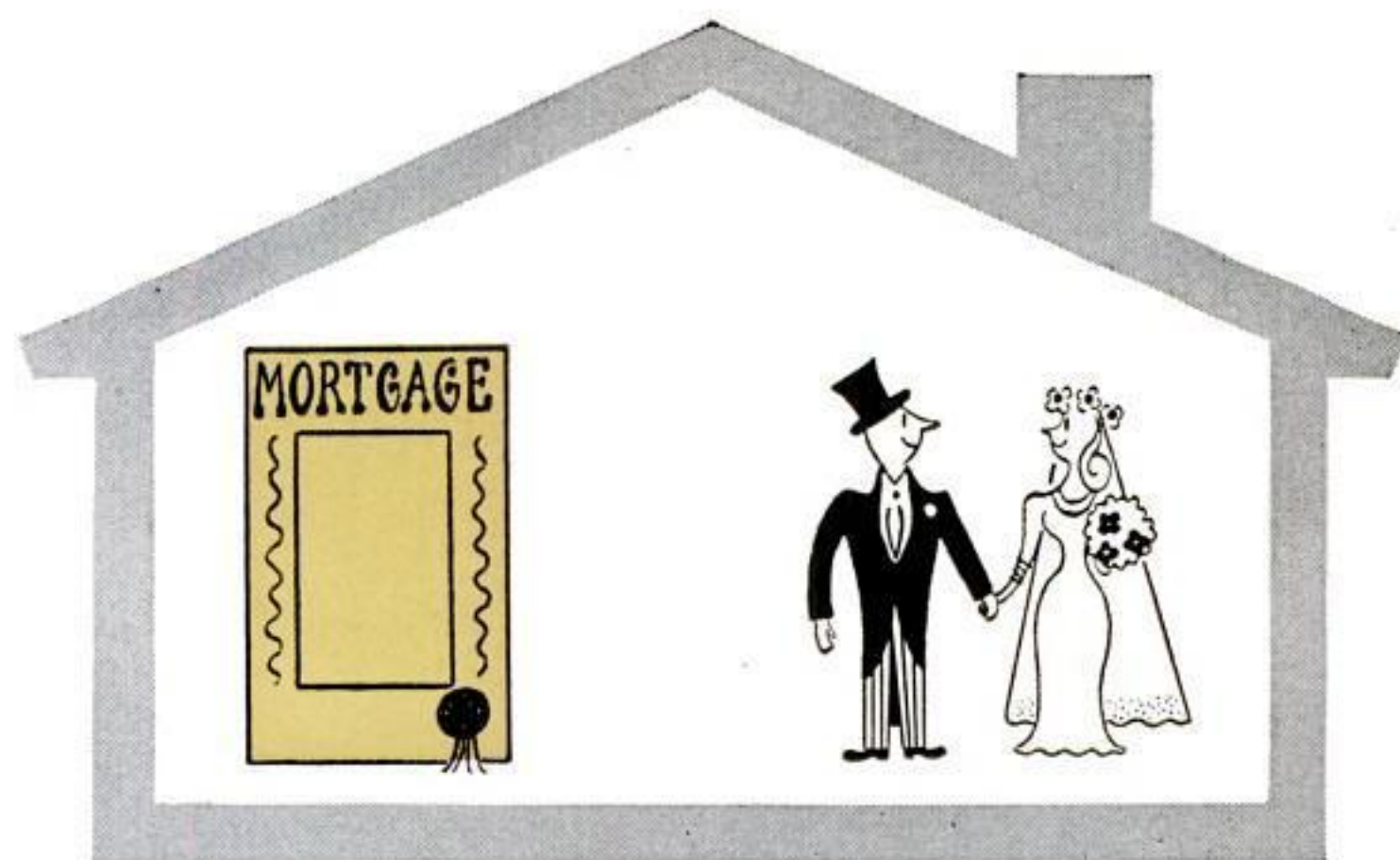
The top-hatted young man and his bride depicted above embody one of the major social phenomena of America. In their own measure they are responsible for the unprecedented post-World War II boom in marriages, baby carriages and housing. They are involved also in the remarkable rise in the nation's mortgage debt and, because they are luckier than many, in the newest wrinkle in the financing of homes: the open-end mortgage.

An open-end mortgage is, basically, one that can be reopened, renewed for the amount that has been paid off and, in some cases, increased. When the couple at right bought their house, its size and mortgage suited them fine. Within five years the \$10,000 mortgage, paid off at \$79 a month, was down to \$7,455. The husband's salary had increased but so had his family. By now the house was far too small. He wanted to build an addition, but the standard FHA Title I loan would have to be repaid within three years and the total monthly house payments would jump to \$160, which he could not afford. He went unhappily to the bank. The banker suggested the solution: borrow the same amount that had been paid off on the mortgage, add it onto the very same mortgage through an "open end." The monthly payments would not increase. Instead the life of the mortgage would be extended five years. It worked.

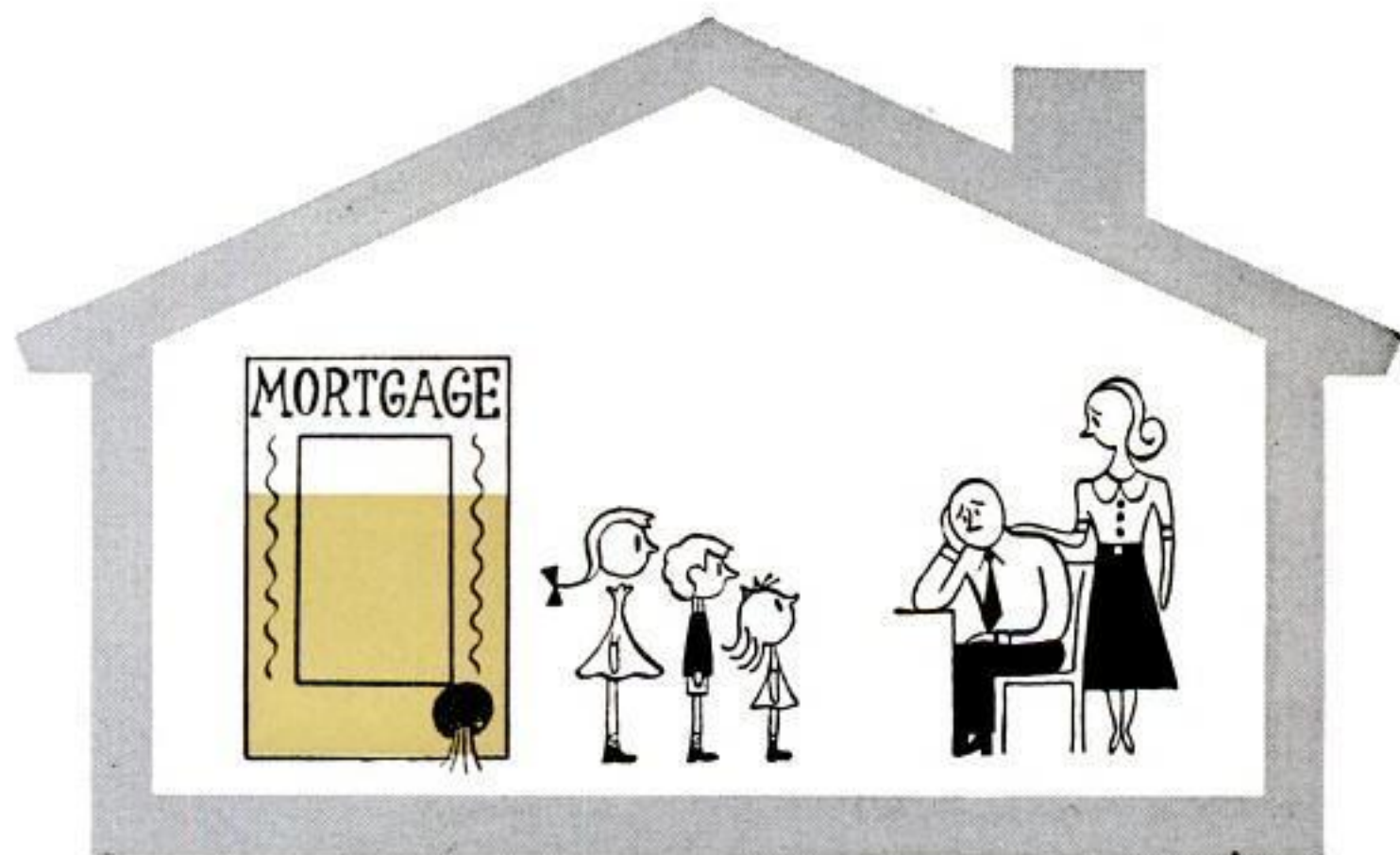
Open-end mortgage financing has worked for a long time, but few people have been aware of it. In England it has been a practice for years. Even in the U.S. it has been approved in most states for a long time, but not until *HOUSE & HOME* magazine pointed out its widespread usefulness did it really catch hold. Today it is possible to open-end a mortgage in every state but Texas. Some states—Louisiana and Connecticut, for example—limit open-end loans to home improvements. Some limit the amount of money that can be added on the original mortgage. Other states are less strict. In Illinois you can use your home as collateral, if you wish, to raise chinchillas, and in Kansas to buy an electric organ (p. 64).

Making it easier to borrow money for provident purposes entails making it easier to repay it too. There are five ways of repaying the loans: preserve the original mortgage period but increase payments; continue same payments but extend time; increase both time and payments a little; extend time but lower payments, and the "balloon end," maintaining both the original payments and time but paying off the extra lump sum at the end. On the following pages *LIFE* shows how the open-end system may be adapted to the individual homeowner's needs.

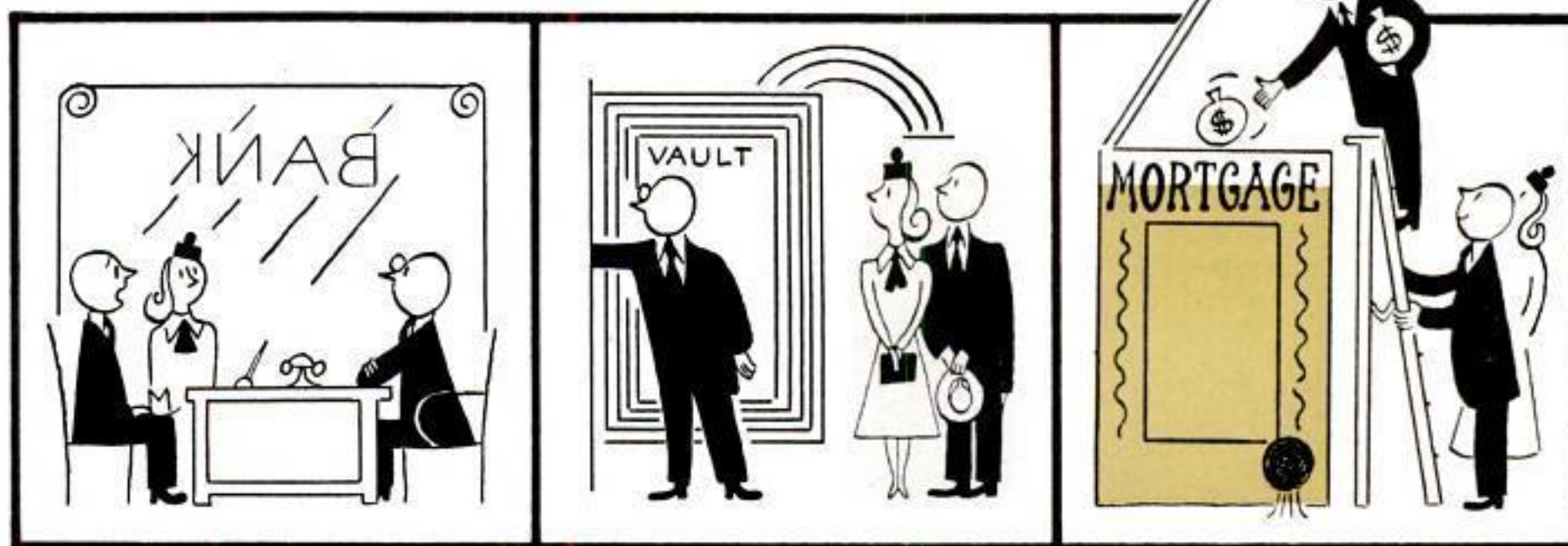
HAPPY END made possible by open-end mortgage gives family additional space, built on with funds advanced by bank without imposing on father an overburdensome load of monthly debt.



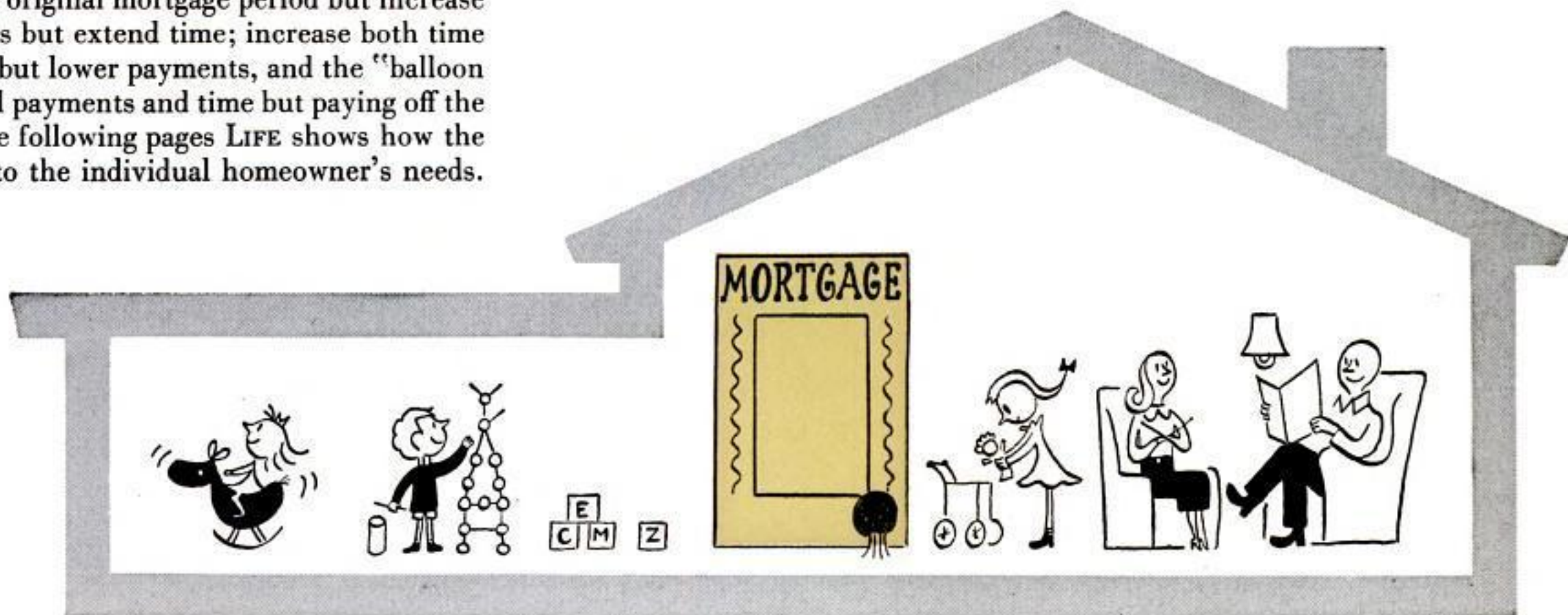
NEWLYWEDS ENTER \$15,000 HOME, COMPLETE WITH A \$10,000 MORTGAGE

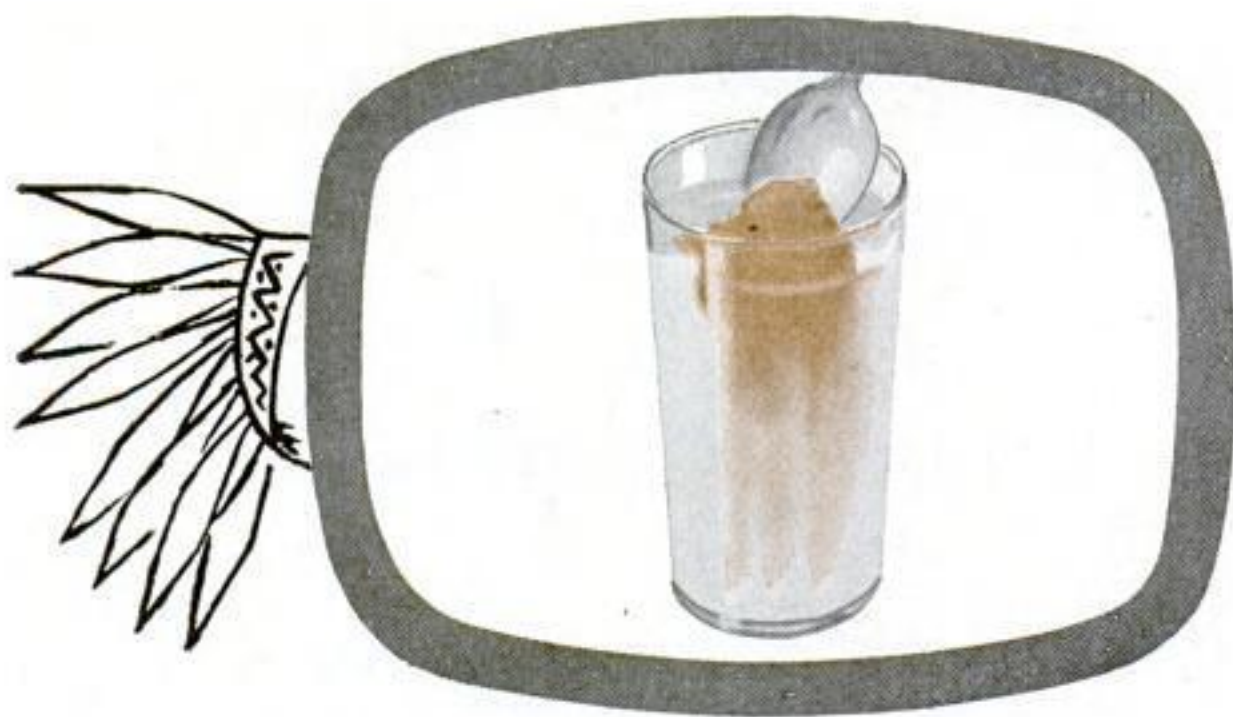


FIVE YEARS LATER MORTGAGE IS DOWN, FAMILY UP, HOUSE CROWDED

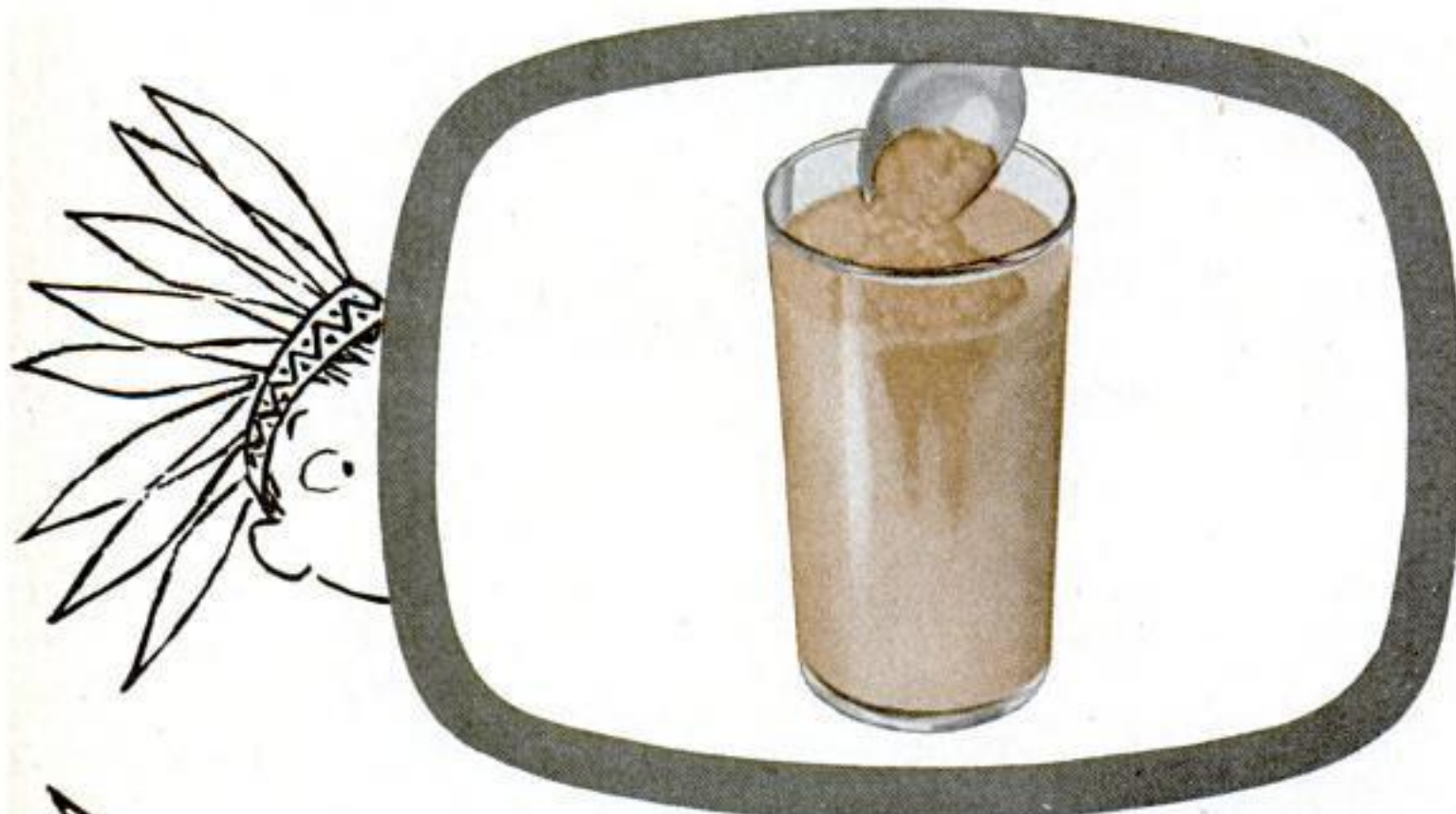


UNDERSTANDING BANKER RESTORES FULL AMOUNT OF ORIGINAL LOAN





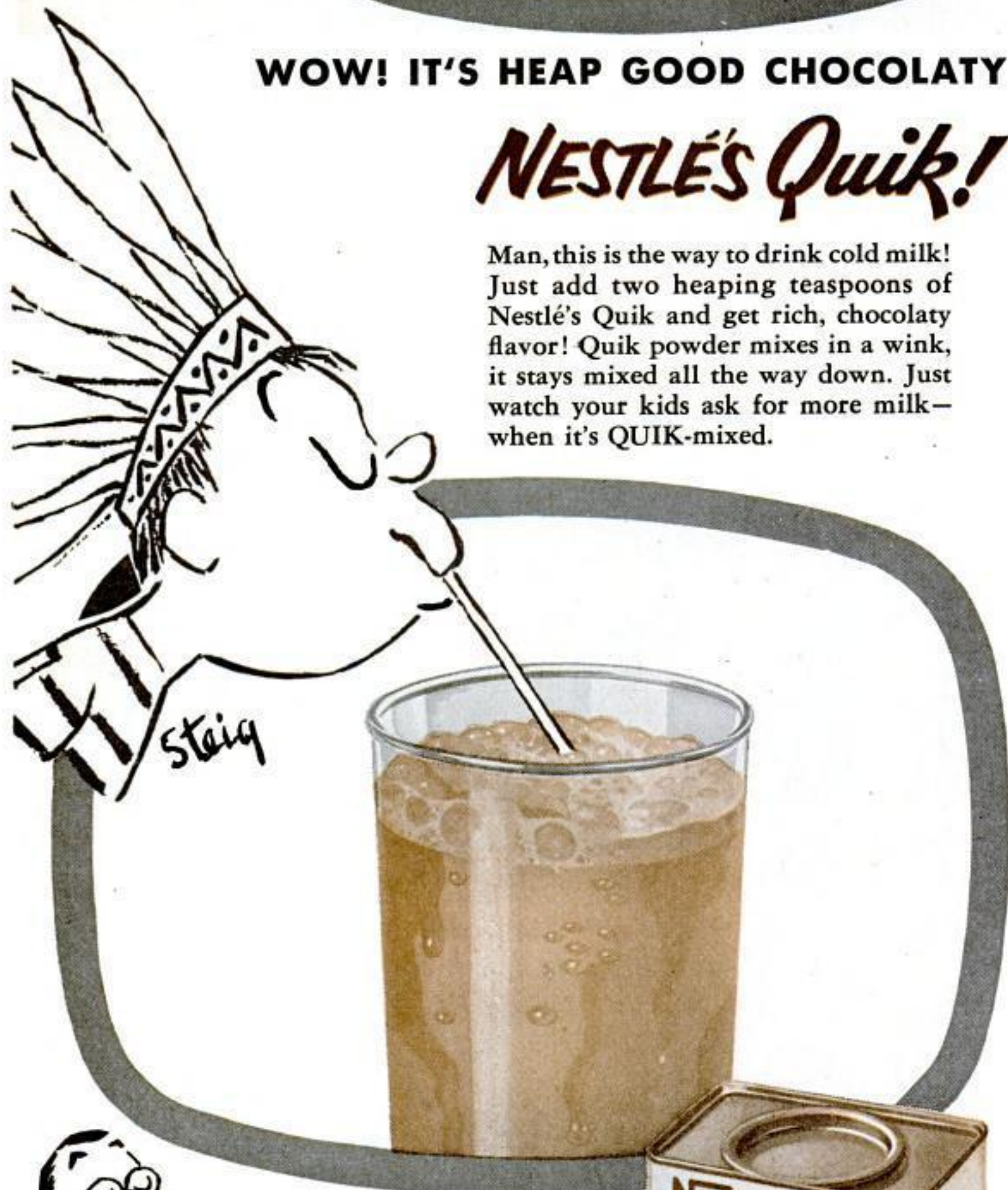
POW! IT MIXES INSTANTLY IN COLD MILK



WOW! IT'S HEAP GOOD CHOCOLATY

NESTLÉ'S Quik!

Man, this is the way to drink cold milk! Just add two heaping teaspoons of Nestlé's Quik and get rich, chocolaty flavor! Quik powder mixes in a wink, it stays mixed all the way down. Just watch your kids ask for more milk—when it's QUIK-mixed.

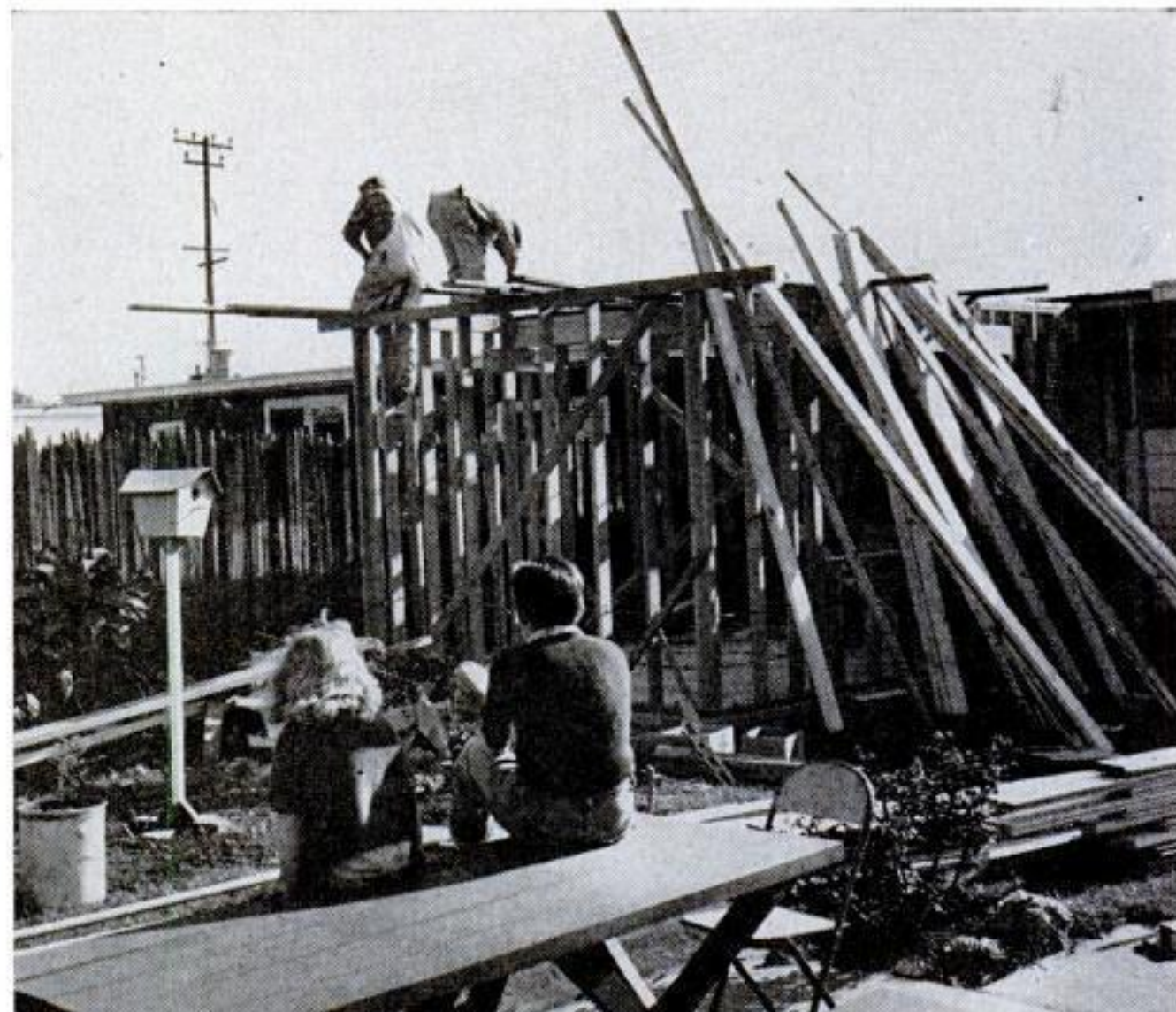


Grown-Ups too,
love a chocolaty
"Quik-Me-Up"
you never knew milk could
taste so good!

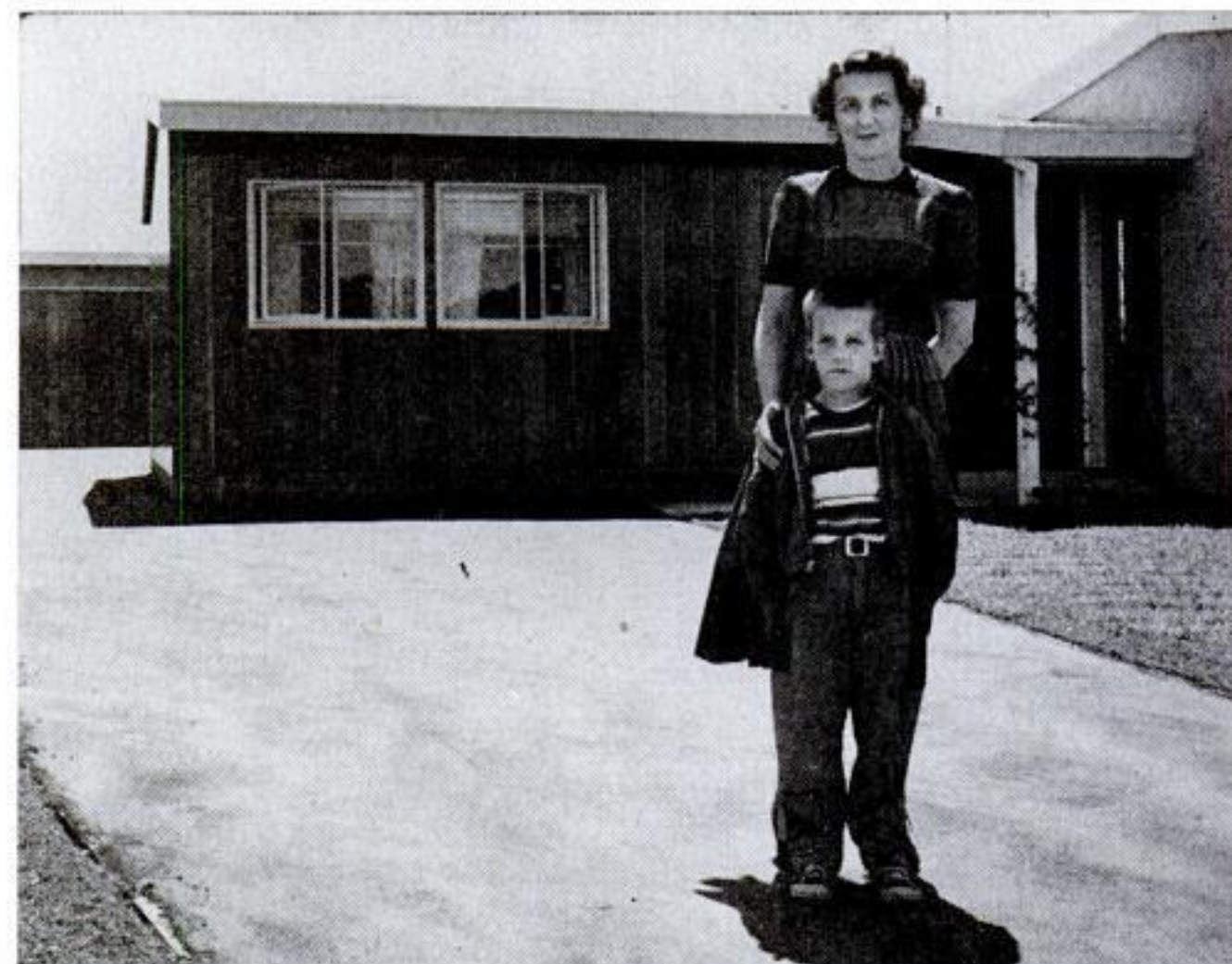


Copyright 1953, The Nestlé Company, Inc.

Open-End Mortgages CONTINUED



NEW BEDROOM added to Glen Gibson home at El Cerrito, Calif. will give separate rooms to Pamela, 3, and Teddy, 11, who here watch construction. Original \$6,100, 25-year mortgage on 5-year-old, Earl Smith-built house had been reduced to \$5,150. New \$750 loan adds \$4.25 to \$39 monthly payments.



ENLARGED LIVING ROOM and relocated bedroom, made from former garage space, and a detached garage (rear) add \$2,325 to the remaining \$9,865 mortgage on Charles Biddle's Los Angeles home. Original mortgage was \$9,980. Payments are up from \$89 to \$106. In driveway are Mrs. Biddle and son.



REMODELED KITCHEN in Mrs. Alan Delevante's home, Rutherford, N.J., installed after mortgage had been reduced \$1,195, cost \$1,976, but a New Jersey law restricts open-end loans to \$1,000 so Delevantes took additional FHA loan for \$976 balance. Mortgage simply has been extended four years.

CONTINUED ON PAGE 84

WHAT DO YOU KNOW

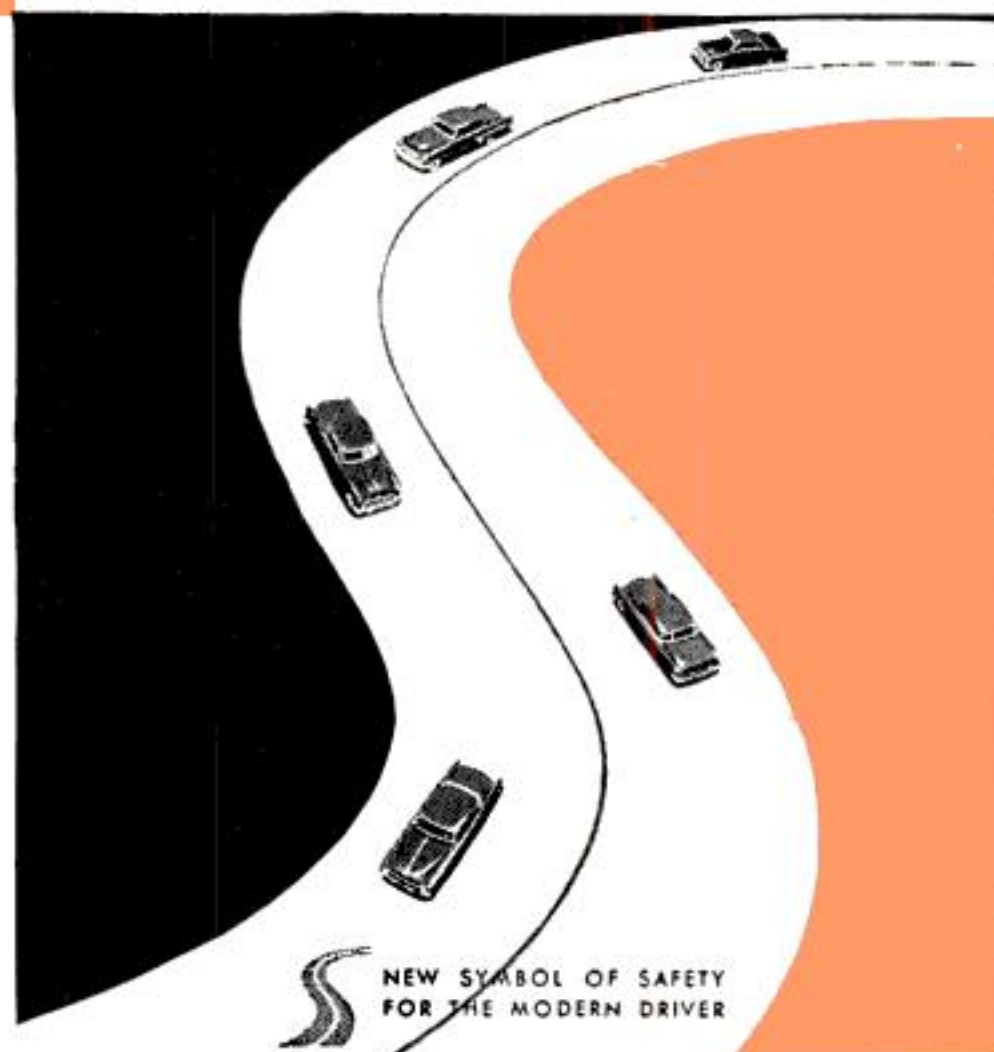
about **Saginaw** Power Steering?

● **Over half a million owners** have already learned how Saginaw Power Steering helps you *park and maneuver with effortless ease* . . . helps you drive relaxed and arrive refreshed . . . keeps you *safer all the way*. No other major automotive development (not even automatic transmission) has ever won such rapid popularity. Perhaps you wonder how it does so much for you. Here are the answers to the questions most frequently asked about it:

● **Why is parking a "breeze" with Saginaw Power Steering?** With Saginaw Power Steering, you can turn the wheels with one finger, *even when your car is standing still!* This makes your car so maneuverable that it takes all the strain out of parking—even in those tight places where normally you have to "worm" your way in and out. Most drivers, especially women, feel that this one wonderful advantage is *alone* worth the modest cost of Saginaw Power Steering.



● **Why is Saginaw Power Steering actually safer than manual steering?** It is safer in 3 ways: (1) Saginaw Power Steering resists and absorbs road shocks from shoulders, ruts, or chuck holes which tend to twist the wheel out of your hand. Even if you have a *blowout* at high speed, it's far easier to keep your car under control. (2) Saginaw Power Steering keeps you mentally and physically relaxed on long trips. You stay *fresher . . . more alert . . . safer*. (3) It assures more rapid steering response in any emergency.



● **Must a driver become accustomed to Power Steering?** Not Saginaw Power Steering! You have nothing new to learn because your wheel still has the same reassuring, familiar "*feel of the road*" at all times. The only difference you notice is the effortless ease of turning . . . the wonderful freedom from "wheel fight". After a turn, your car automatically straightens out, exactly as usual.



● **Why is "feel of the road" so important to Power Steering safety?** Without this "feel" in the steering wheel, many drivers have a sense of insecurity and a tendency to over-steer. In other words, *when power is applied continuously, steering is frequently too easy for safety*. So we have deliber-

ately designed Saginaw Power Steering to go to work *only when you need it*. Whenever mere "fingertip" effort is needed to steer (as at high speed on a smooth, straight highway) your car remains under conventional manual control. But the moment *more* than "fingertip" effort is called for, Saginaw Power Steering instantly supplies the additional "muscle," with just enough effort left to you to assure the normal "*feel of the road*". There is never any sensation of "driving on ice" with Saginaw Power Steering. *It never interferes with safe control of your car.*



● **Where can I try Saginaw Power Steering?** It is now available on all General Motors cars and three other well-known makes. Any of these car dealers will gladly arrange a demonstration drive so you can discover for yourself the amazing advantages of Saginaw Power Steering . . . proved and approved by over half a million users.



Saginaw

POWER STEERING

Saginaw Steering Gear Division, General Motors Corporation, Saginaw, Michigan

DOUBLE-RICH LATHER IN DOUBLE-QUICK TIME!



QUICKER—CLOSER—SMOOTHER PROVE IT YOURSELF!

Spurt—spread—and SHAVE! No lathering-up. No sticky hands. No razor-clogging cream. Foam Shave's miracle double-rich lather soaks whiskers instantly—welts 'em so your razor can mow 'em away! You shave much closer—stay shaved much longer—and man, does your face feel good!



ONLY SHAVE BOMB WITH THE NEW LOCK-TITE "TRAVEL TOP"!

Nothing to break—no cap to mislay. One-piece "travel top" locks at a touch... never a fear of accidental spurts. Foam Shave is ideal for travel in every way! No soggy brush to pack. No hard water problems. You always get the smoothest, closest, quickest shave—any time, any place!

Open-End Mortgages CONTINUED

IT'S NOT ALWAYS FOR HOUSING



TO BUY AN ORGAN Mrs. William Lindabury (standing) of Topeka, Kan., here giving music lesson, benefited by the absence of any law limiting use of open-end loans. She added \$1,217 onto \$632 balance of original \$2,200 house mortgage, extended loan period and increased payments from \$24 to \$43.



TO RAISE CHINCHILLAS the Vernon Rosendahl family of Kankakee, Ill., having reduced their 15-year, \$4,800 mortgage with \$48 monthly payments to \$3,400, took additional \$1,800 and increased the payments to \$52. Their investment is paying off; one pair of breeding animals sold for \$1,650.



TO PAY FOR BABY, enjoying unencumbered comfort of his playpen, Mr. and Mrs. Robert Nebel, Milwaukee, who had reduced \$6,500 house mortgage to \$5,800, borrowed \$450. Though payments could have remained the same for a longer period of time, Nebels elected to increase them from \$52 to \$57.

Now...Walt Disney brings a New Measure of Excitement to Romance!

In this story of a defiant love that shook two kingdoms, you'll experience a *new* kind of motion picture excitement.

New in its intensity of suspense as one of the boldest of lovers fights for his life and the woman he loves, against the ruthless plotting of Henry VIII and Louis of France.

New in its emotional impact as one woman matches wits with the four most powerful and vengeful men of her day.

New in its spectacular sweep of mighty scenes surpassed only by the mightier passions of the most unforgettable characters who ever stormed across the motion picture screen.

Walt Disney's The SWORD and the ROSE

from the famed adventure novel
When Knighthood Was In Flower

Slashing through webs of intrigue, a desperate soldier of fortune strikes back at kings who would have his head because a princess has his heart.

THE GIANTS OF
ADVENTURE'S GOLDEN AGE
LIVE AGAIN!

Brawling, boisterous Henry VIII; his treacherous henchman, Buckingham; fumbling Louis XII of France and the crafty Dauphin... all come to life amid the conspiracies that set the Age of Chivalry aflame!

Produced by
Perce Pearce
Directed by
Kenneth Annakin
Screenplay by
Lawrence E. Watkin
An all
LIVE ACTION
Picture

COLOR BY
TECHNICOLOR

Starring a new romantic team
RICHARD GLYNIS
TODD AND JOHNS



Mary Tudor and Charles Brandon, princess and commoner, the lovers whose romance made thrones tremble.

Distributed by RKO Radio Pictures
COPYRIGHT, WALT DISNEY PRODUCTIONS

When you know your beer

...IT'S BOUND TO BE **BUD**



A bottle of Bud can make an ordinary meal
a banquet! For Bud is not an ordinary beer
... it is the beer produced by *the costliest*
brewing process known. How does it taste?
Well ... more people have enjoyed more
Budweiser *than any other beer in history*.

Enjoy
Budweiser[®]
Today

ANHEUSER-BUSCH, INC.
ST. LOUIS, MO. NEWARK, N. J.



When you know your beer ...
It's bound to be BUD



RUFFLE-TOPPED BLACK NYLON STOCKINGS (GOTHAM, \$3.95) ARE SHOWN WITH COTTON-CLAD LEGS FROM CAST OF BROADWAY'S "CAN-CAN"

Cancan Brings Black Back

DANCERS' LINGERIE STIRS UP A REVIVAL

Except for the pre-Christmas shopping period, black lingerie is seldom in great demand nowadays, and, except for a flurry with the longer skirts of six years ago, black stockings have hardly been seen for decades. This summer black underwear and hosiery have sprung into an unexpected popularity as the result of a musical comedy, *Can-Can*, and a movie, *Moulin Rouge*. Both revolve around the energetic Parisian dancers drawn by Toulouse-Lautrec in the 1890s and both provide the audience with ample views of black-stockinged legs, lace-trimmed pants and petticoats. Taking it from there, designers have turned out cancan counterparts—frilly pants, flounced nightgowns and, for full skirts, the extravagantly ruffled, rose-trimmed nylon crinoline on the cover (by Eye-ful, \$17). To wear under the slim skirts more popular for fall, there is a skinny cancan half-slip whose only connection with Montmartre is black lace, but plenty of it (p. 70).



FRILLS for underwear include black lace ruffles on red pants (Circe, \$6) and an 18-yard hem on tiered red nylon petticoat (Chevette, \$18).



LACE covers front of a one-piece corset which has a straight-hanging, pleated nylon petticoat attached below the waist (Pauline Gordon, \$60).

LANOLIN PLUS

LIQUID



DOES WONDERS FOR THE SKIN
look younger, lovelier
...overnight!

Lanolin Plus Liquid* is practically magic for the skin. The very first application helps stop dry skin, a common cause of premature wrinkles and crow's feet. Daily use softens skin and makes tiny lines less apparent. Lanolin Plus Liquid is beneficial because it supplies the esters and cholesterol, closest duplications to Nature's own skin lubricants, which are gradually removed from the skin by climatic conditions or harsh cleansing methods. Remember—wrinkles are more noticeable in dry skin than in soft skin.

To gain or retain soft, glowing, more youthful-looking skin, get Lanolin Plus Liquid today. \$1.00-\$1.75-\$3.00 plus tax.

- Lanolin Plus Hand Lotion
- Lanolin Plus All Over Body Lotion
- Lanolin Plus for the Hair
- Lanolin Plus Liquid Make-Up
- Lanolin Plus Cleansing Cream
- Lanolin Plus Superfatted Soap

Lanolin Plus

*U.S. Gov't
No. 2,498,727

At Cosmetic Counters Everywhere



FLOUNCED NIGHTGOWN, tight through the torso, has ruffles at the knee (Eye-ful, \$20). This silhouette, worn by Jane Avril in a famous Lautrec poster, is also popular for new fall evening gowns.

[CONTINUED ON PAGE 70](#)

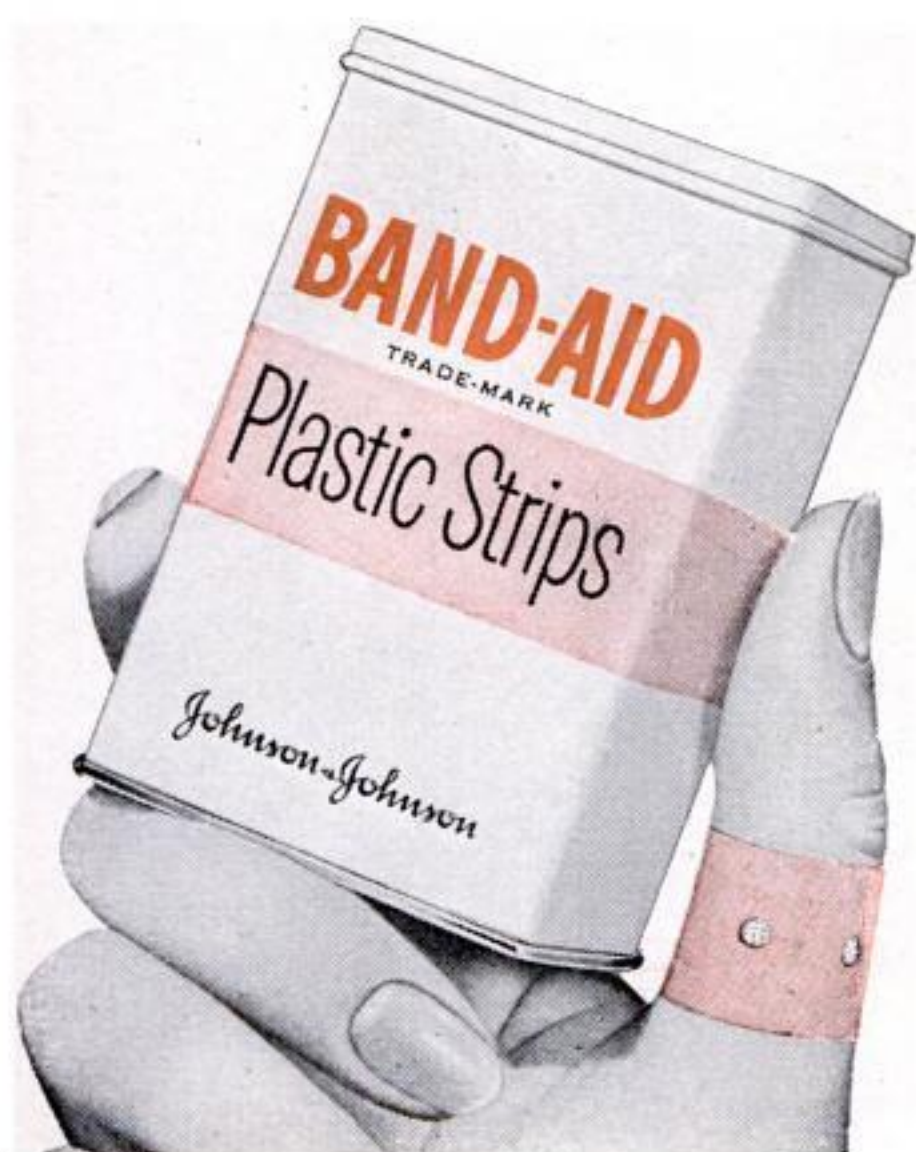
NEW PLASTIC BANDAGE WON'T LOOSEN IN WATER

Even on the bounciest ten-year-old, BAND-AID Plastic Strips give all-day protection and neatness.

Water won't wilt them. They wash clean—not off. They never get soggy. The skin-like plastic stays snug; flexes as you move.

Mothers and dads like the special flesh-tone and texture, too, which make this bandage blend with the skin better than any other.

Available with plain pads or medicated with Mercurochrome, America's favorite antiseptic.



BAND-AID
PLASTIC STRIPS
Johnson & Johnson



Only this one toilet tissue
is fine and firm and soft
—like Kleenex tissues

Just as you know there is only *one* Kleenex*, so too you'll discover that of all *toilet tissues* new *Delsey** alone gives you that luxurious Kleenex quality. The same wonderful softness and absorbency (double ply for extra strength). Ask for Delsey at your favorite store. If not on hand, have it ordered for you.

No shredding! No waste!

Now Delsey is "clean-cut" to tear evenly—last longer. You'll see—Delsey tears clean *at a touch!*



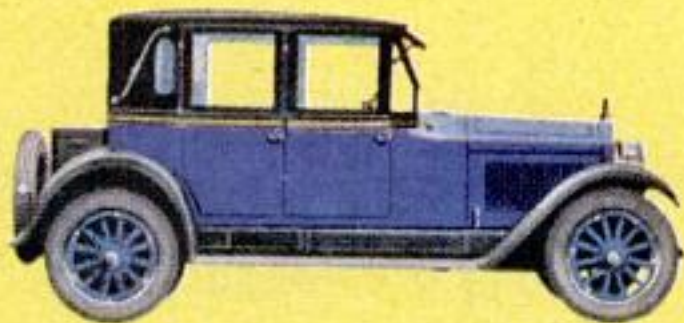
*T. M. REG. U. S. PAT. OFF.

CANCAN LINGERIE CONTINUED

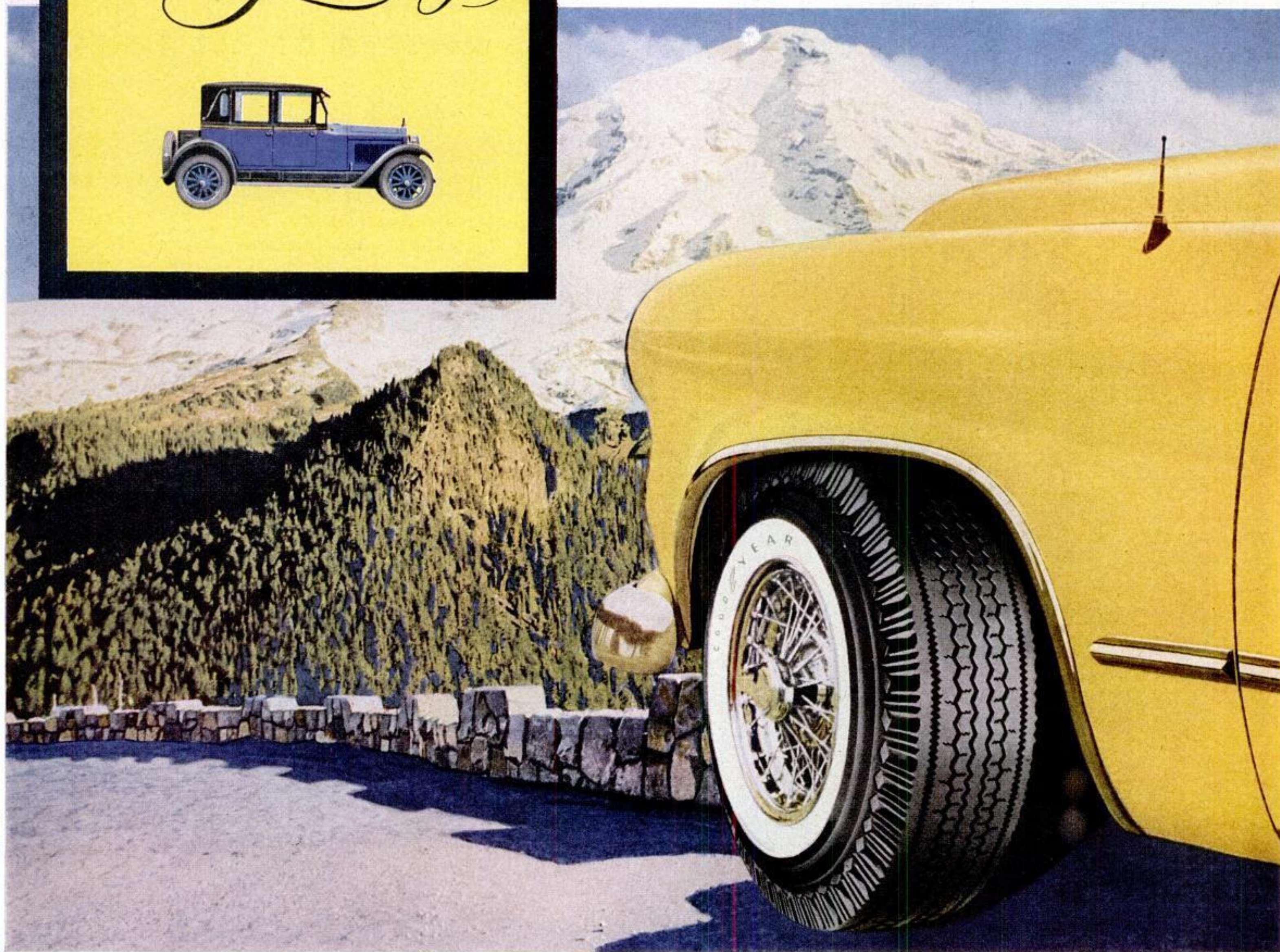


SIDE-SLIT HALF-SLIP in black lace over pink marquisette (Gracette, \$13) is ribbon-trimmed but tailored to go under slim clothes. Worn with it is a strapless black corselette (Warner's, \$47.50).

True Yesterday...



...even truer today



The automobile has been *revolutionized* in just the last few years!

Automatic drives, power steering, power brakes, higher and higher horsepower. They're commonplace miracles today, thanks to the vision and daring of the automotive industry.

And the *tires* these modern cars ride on have to *anticipate* these advancements, must be *better* than necessary for the cars of *today* to be *ready* for the cars of *tomorrow*! For such advancements put an extra burden on the tires.

But in *spite* of all these extra demands, today's De Luxe Super-Cushions

deliver *more trouble-free mileage than ever before*! In fact, so far has tire building at Goodyear advanced that *the cost to you per thousand miles is less than half what it was in 1926*!

Is it any wonder then that car makers put more De Luxe Super-Cushions on the new cars than any other tire? Or that car owners *buy* more De Luxe Super-Cushions than any other low-pressure tire? Is it any wonder that for 38 years—yesterday and today—more people ride on Goodyear tires than on any other kind? It's *your* best tire buy, too. Goodyear, Akron 16, Ohio.

America needs better, safer roads. Let's bring them up to PAR.

More people ride on Goodyear tires than on any other kind

De Luxe *Super*  *cushion* by

GOODYEAR

Super-Cushion, T.M. — The Goodyear Tire & Rubber Company, Akron 16, Ohio.

Try Betty Crocker's **NEWEST**

HOMEMAKERS VOTED THIS ONE OF THE BEST

BETTY CROCKER PIE RECIPES OF ALL TIME!



"From Contented Cows"



Mary Blake
Carnation Home Service Director

HERE'S THE FILLING

High and Fluffy—because it's made with Carnation Evaporated Milk

—says Mary Blake of Carnation

Carnation is the double-rich, heat-refined milk that's perfect for all cooking and baking.

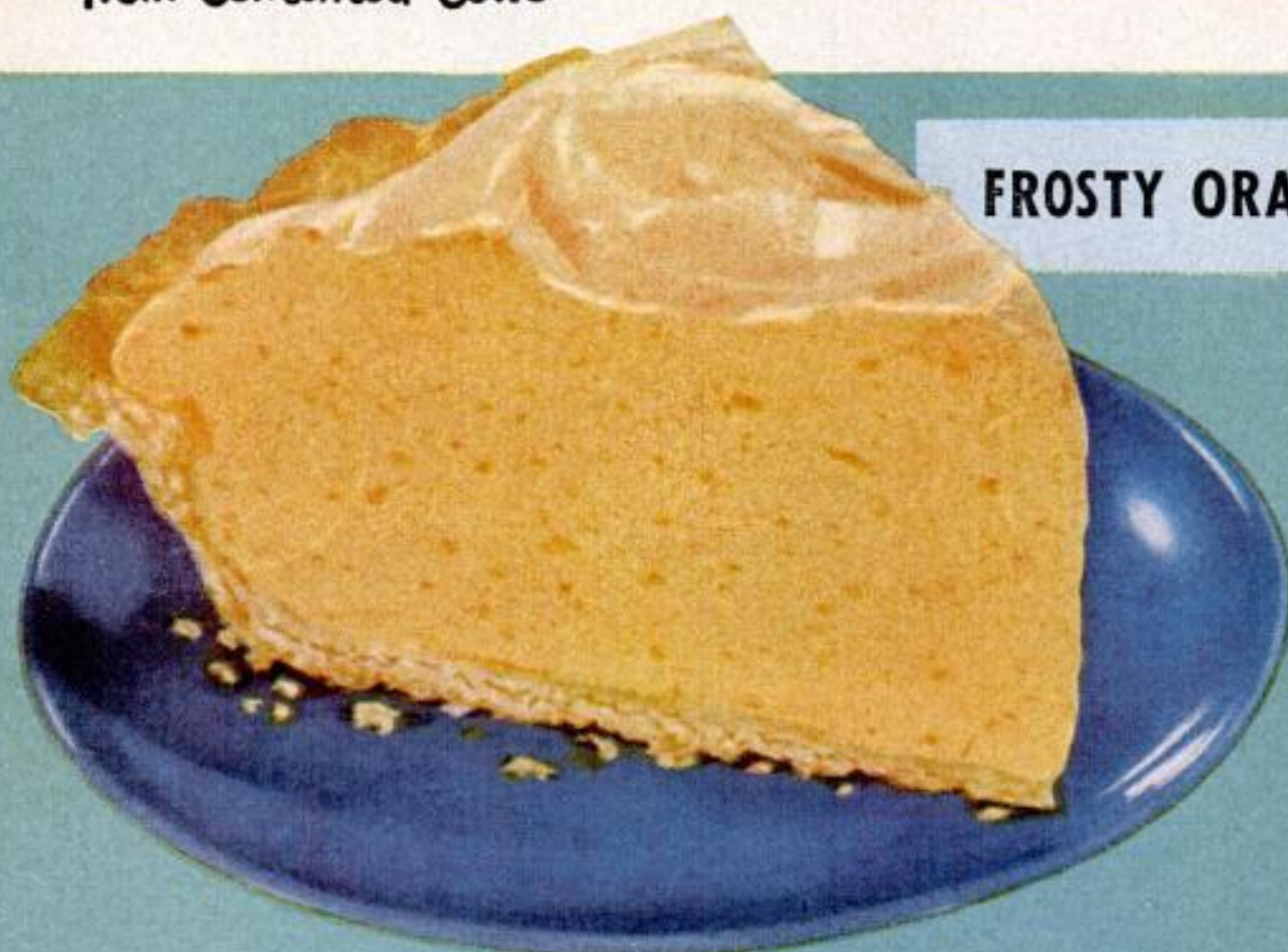
Make.....	9-in. STIR-N-ROLL Pie Shell (recipe at lower right)	Mix in.....	3/4 to 1 cup sugar (depending on sweetness of fruit)
Bring to a boil...	1 1/4 cups crushed pineapple, pineapple juice, orange juice, grape juice, prune juice, apri- cot nectar or applesauce	Cool until almost stiff.	
Stir in until dissolved.....	1 pkg. lemon-flavored gelatin	Whip until stiff...*	1 cup chilled undiluted CARNATION Evaporated Milk
		with.....	1 tbsp. lemon juice

Pour on top of the gelatin mixture. Beat in slowly with rotary beater or electric mixer at low speed. Pour into baked pie shell. Chill at least 1 hour. Garnish with shaved chocolate, if desired.

*To whip Carnation, simply chill in refrigerator tray until soft ice crystals form around outside edges (15-20 minutes).

LEMON OR LIME VARIATION.... Use 1 cup boiling water and 1/4 cup lime or lemon juice (fresh, bottled or canned). Lime or lemon-flavored gelatin may be used.

SUCCESS TIP: For a fluffy high pie be sure the gelatin mixture is almost stiff and that the evaporated milk is whipped until it stands in stiff peaks.



FROSTY ORANGE PIE

FROSTY FRUIT PIES

**Make them with fruit—or fruit juice
(fresh, frozen or canned)**

There's never been anything like it! The delicious combination of tender, flaky crust and cool, fluffy filling makes Frosty Fruit Pie a perfect summer dessert. Make it in the cool of the morning, pop it in the refrigerator, serve it later. Flavor possibilities are almost unlimited. Betty Crocker's simple basic recipe, using Gold Medal Flour and Carnation Evaporated Milk, has been designed to give you the pick of the orchard in your choice of fruit flavors. Get Gold Medal Flour and Carnation Milk at your grocer's, today!



FROSTY GRAPE PIE



FROSTY PRUNE PIE

PIE DISCOVERY!

FROSTY PINEAPPLE PIE

**with flavorful
crushed pineapple**

**9 DIFFERENT REFRIGERATOR
PIES FROM ONE BASIC
RECIPE! ALL COOL,
ALL DELICIOUS!**



HERE'S THE CRUST

Made with Gold Medal Flour the STIR-N-ROLL way—crust keeps its original oven-freshness and tenderness even when refrigerated!

9-IN. STIR-N-ROLL PIE SHELL

Preheat oven to 475° (very hot).

Mix together..... } 1 1/3 cups sifted GOLD MEDAL Flour
 } ** 1 tsp. salt

Pour into one measuring cup (but don't stir together).....

1/3 cup cooking (salad) oil such as Wesson
3 tbsp. cold whole milk (or 1 tbsp. undiluted Carnation milk and 2 tbsp. cold water)

Then pour all at once into flour.

Stir until mixed. Press with hands into smooth ball. Flatten slightly. Place between 2 sheets of waxed paper (12-in. square). Roll out gently until circle reaches edges of paper. (Waxed paper will not slip when you roll pastry if table top under paper is slightly damp.) Peel off top paper. If dough tears, mend with-

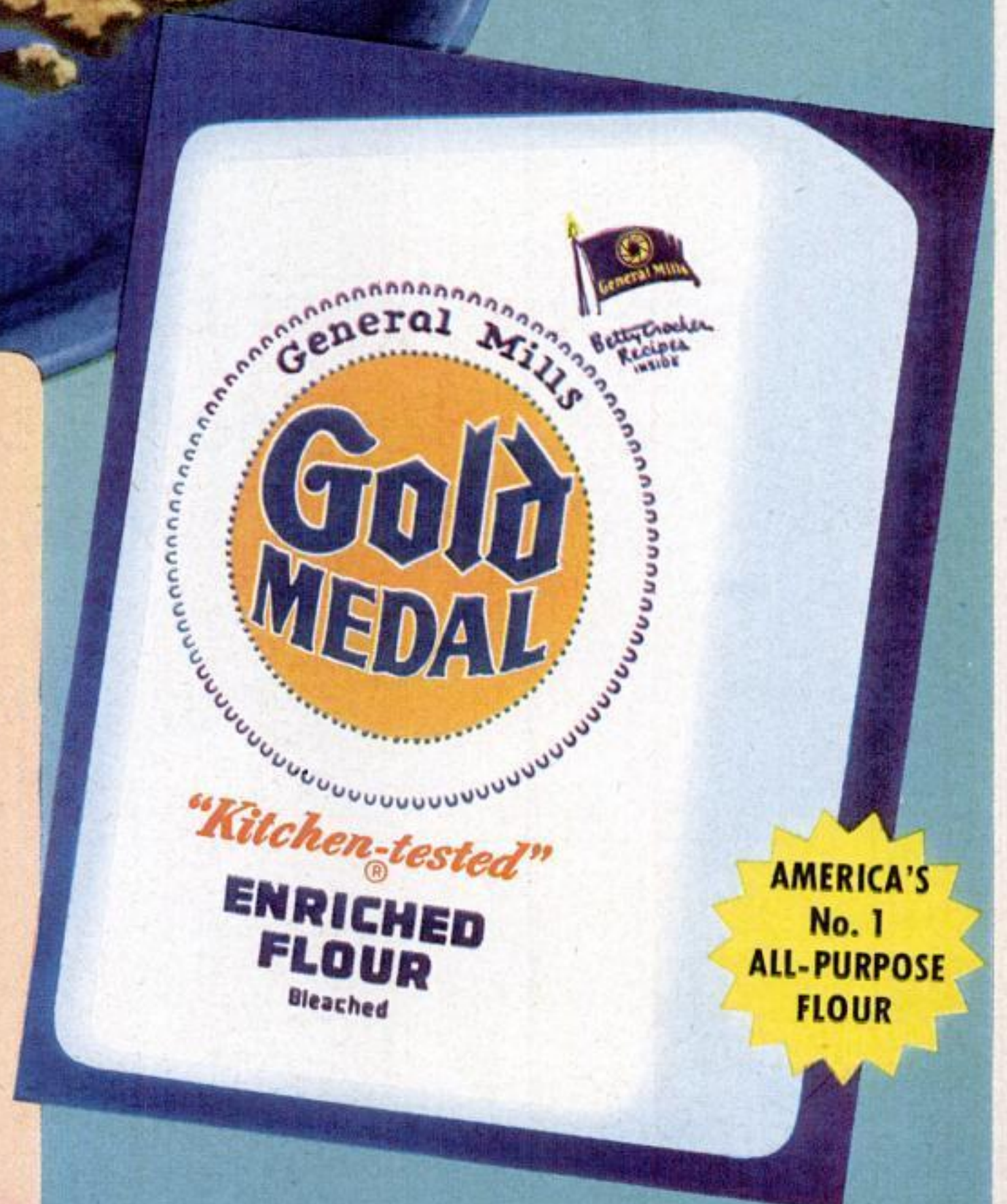
out moistening by pressing edges together ...or by pressing a scrap of pastry lightly over tear. Lift paper and pastry by top corners; they will cling together. Place paper-side-up in 9-in. pie pan. Carefully peel off paper. Gently ease and fit pastry into pan. Build up high fluted edge. Prick the dough thoroughly with fork.

Bake 8 to 10 min. in very hot oven (475°).

***If you use Gold Medal Self-Rising Flour (sold in parts of the South), omit salt and bake in hot oven (425°).*



Betty Crocker
of General Mills, Inc.



**AMERICA'S
No. 1
ALL-PURPOSE
FLOUR**

Esther Williams

starring in M-G-M's

DANGEROUS WHEN WET

Color by Technicolor



YES, ESTHER WILLIAMS uses Lustre-Creme Shampoo. In fact, in less than two years, Lustre-Creme has become the shampoo of the majority of top Hollywood stars! When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be *your* choice above all others, too?

For the Most Beautiful Hair in the World 4 out of 5 Top Hollywood Stars use Lustre-Creme Shampoo



Glamour-made-easy! Never was hair care easier or more rewarding. Even in the hardest water, Lustre-Creme Shampoo foams into lavish, deep-cleansing lather that actually "shines" as it cleans . . . leaves your hair soft and fragrant, gleaming-bright.

Will not dry hair! Wonderful Lustre-Creme doesn't dry or dull your hair—even if you want to shampoo every day! Lustre-Creme is blessed with *Natural Lanolin* to make up for loss of protective oils . . . bring out glorious sheen and sparkling highlights in your hair.

Makes hair eager to curl! Now you can "do things" with your hair—right after you wash it! Lustre-Creme Shampoo helps make hair a joy to manage. Even flyaway locks respond to the lightest touch of brush or comb. And this, without any special after-rinses!



Fabulous Lustre-Creme costs no more than other shampoos—27¢ to \$2 in jars or tubes.

... and thrilling news for users of liquid shampoos! Lustre-Creme now available also in new Lotion Form, 30¢ to \$1.00.

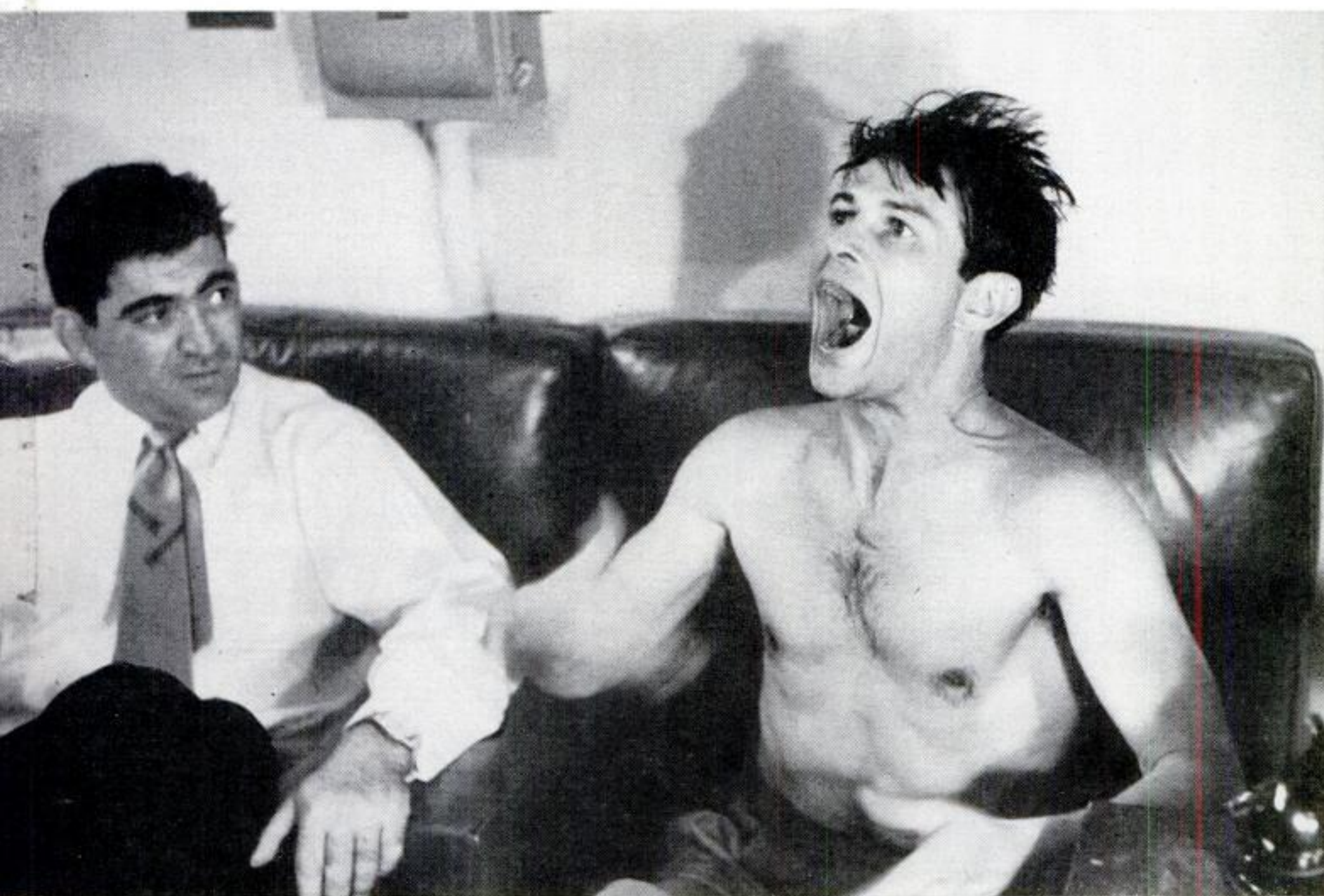


HELP WANTED:

TV COMIC WITH BOFFO ROUTINE GOOD ENOUGH FOR FULL SEASON



DIRECTORIAL JITTERS hit producer, writers and CBS Comedy Chief Marlo Lewis (second from right) as they watch Storch, realize too late that he is tired.



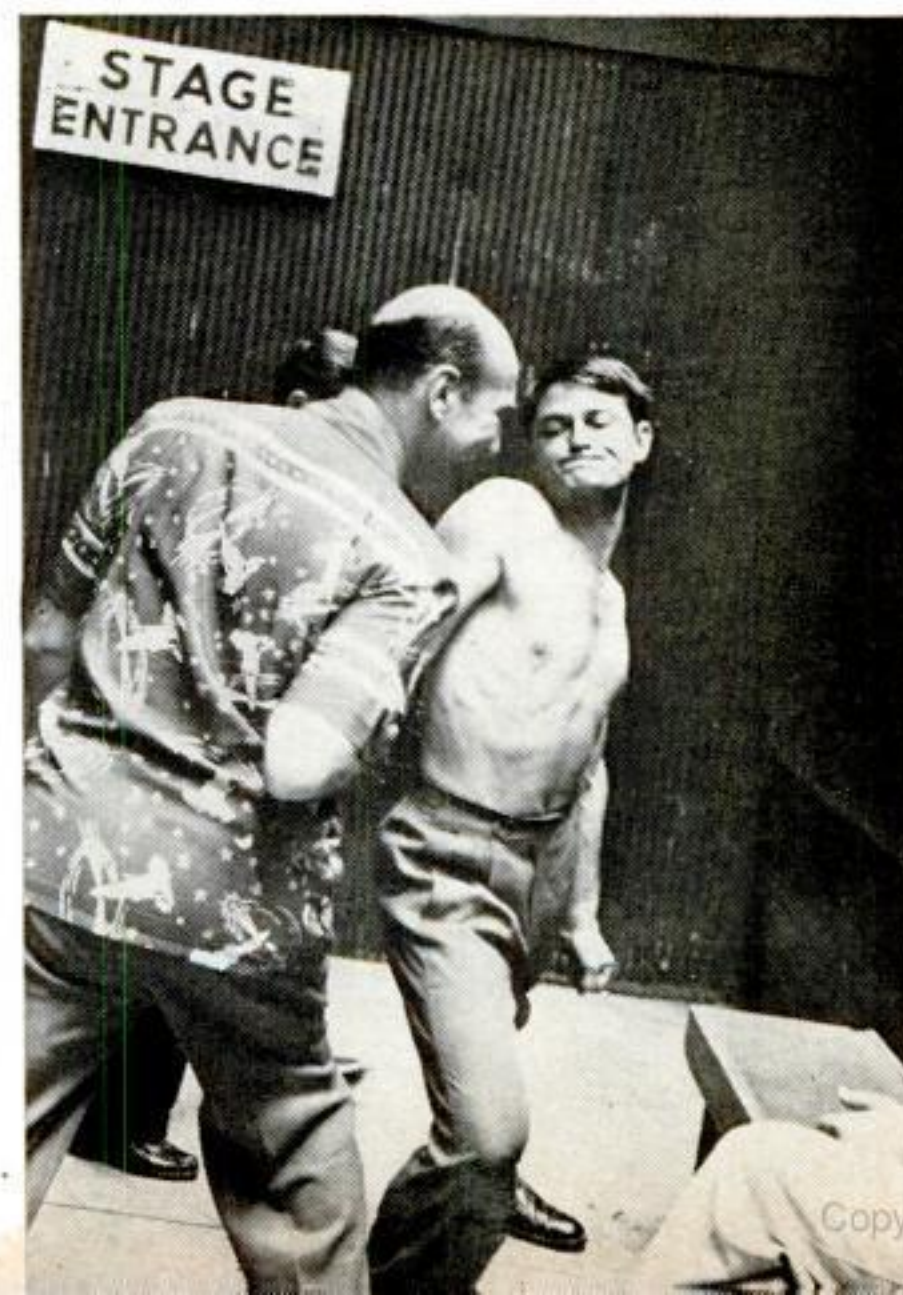
JUST BEFORE GOING ON, Storch rehearses a skit in which he eats hot pepper. Head Writer Leo Solomon (left) goes bug-eyed, showing more comedy talent than many comics for whom he writes.

SENT OUTSIDE to unwind after he repeatedly blew his lines at the final dress rehearsal, Storch uses the theater alley to run through another skit in which a fellow performer pulls him off balance.

Larry Storch answers the call and finds himself in tough job

In its pursuit of comedy, the most lucrative commodity on the air, television in the past season has burned up comic talent at a reckless rate. Milton Berle, who had faded from his position as "Mr. TV," frantically tried new formats. Danny Thomas, a resounding nightclub success, bitterly assailed TV fans as "idiots." Tallulah Bankhead groaned, leered, sashayed, exhausting her audience. Jack Benny resorted to female impersonations. Sid Caesar and Imogene Coca began to look like caricatures of themselves. Martin and Lewis invested far more energy than wit in their productions. Bob Hope's wisecracks began to wilt. Red Skelton fell flatter than his most resounding pratfall and, worst of all, the comedian who seemingly could do no wrong, Jimmy Durante, found himself forced to do his old acts more than once too often for lack of fresh material.

To remedy this desperate state of affairs the networks are trying frantically this summer to develop younger comedians. No effort has been more feverish than that of CBS in launching Nightclub Comedian Larry Storch in his own first big-time show. Storch's sponsors put into the effort \$24,000 per week. CBS invested some of its costliest producing and writing talent (above). Young Storch (left), struggling against tension, fluffed lines, script changes, first-night jitters and New York's heat, put into his first show his last bit of sweat and energy. The result: a few laughs, a lot of headaches and pretty good prospects for the future.



CONTINUED ON NEXT PAGE



QUINSANA FIGHTS ATHLETES FOOT INFECTION

Not a part-time, night-time remedy!

- QUINSANA's full-time action fights athletes foot all day long. Gives fast relief. 9 out of 10 users report amazing results.

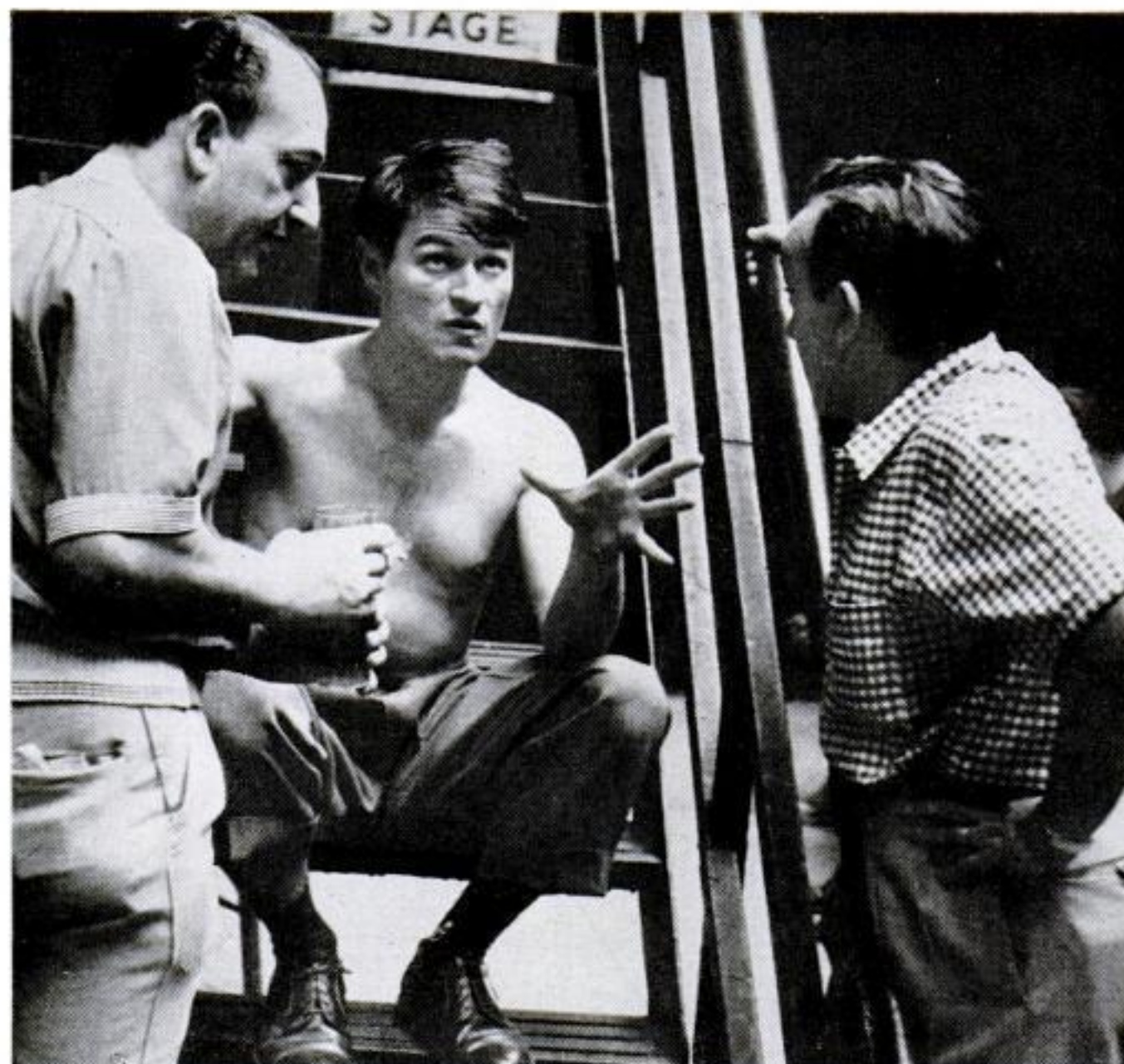
- 91 per cent of foot specialists interviewed used QUINSANA on their patients. Easy to use and no nasty medicinal odor.

- So ... at the first symptoms of athletes foot...burning, itching feet, cracks and peeling between the toes ... get QUINSANA quick! Shake it on your feet. To help keep your feet cool and comfortable, shake it in your shoes.

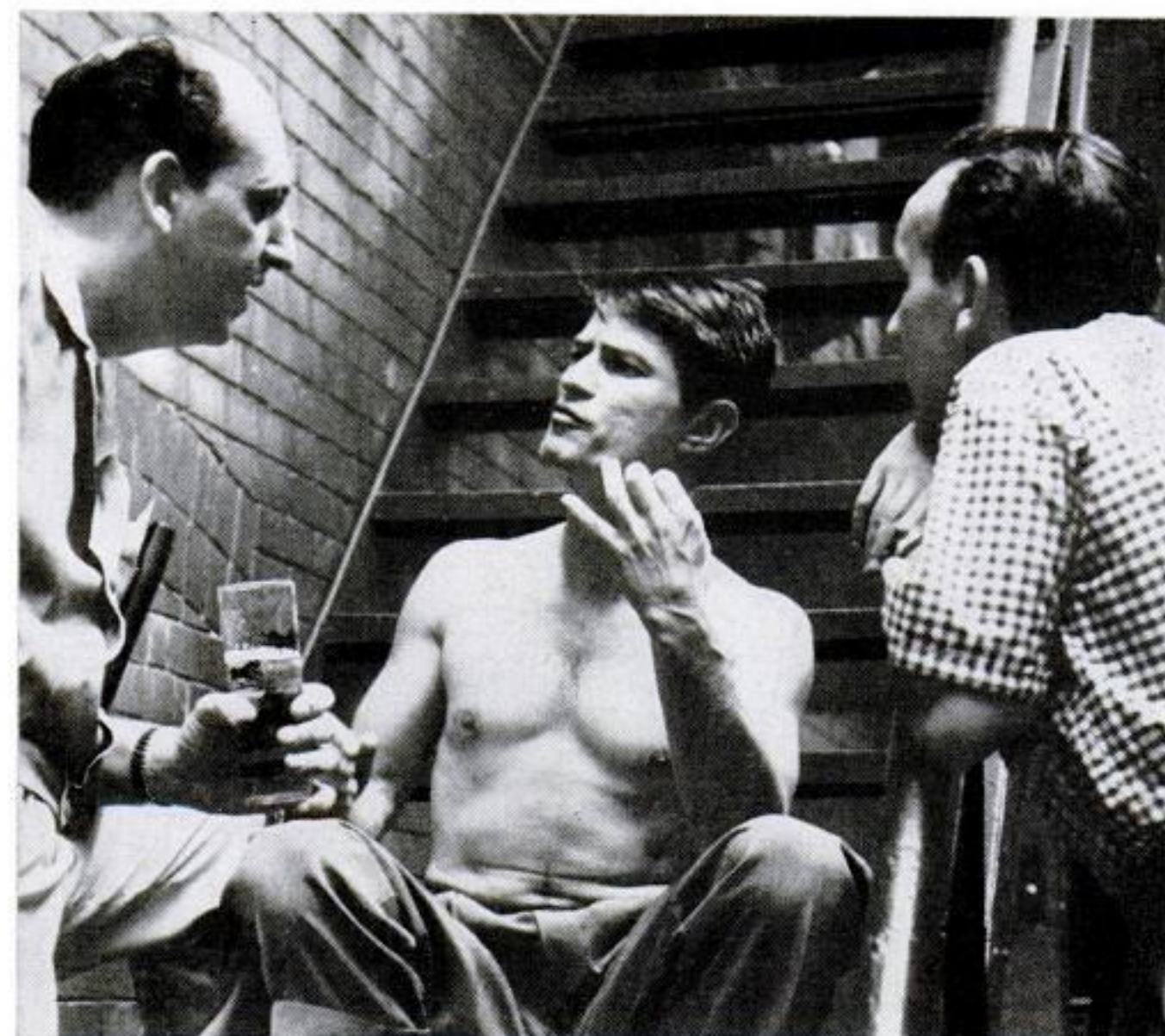
Soothes, cools tired feet!



Storch CONTINUED



FINAL RUN-THROUGH in alley finds Storch "bouncing" gags off manager (right) and "bounce man," Oscar Gould (left), whose reactions guide comic.



MISPRONOUNCING ITALIAN, as waiter, Storch tries "beefa bragiola" on bounce man. Then he runs through list of resounding Italian wine titles.



"WHO'S TENSE?" says Storch bracing himself rigidly against the fire escape when Manager Mike Vallon says, "There's nothing to do now but relax."

5 REASONS WHY MILLIONS OF STANBACK ARE USED YEARLY

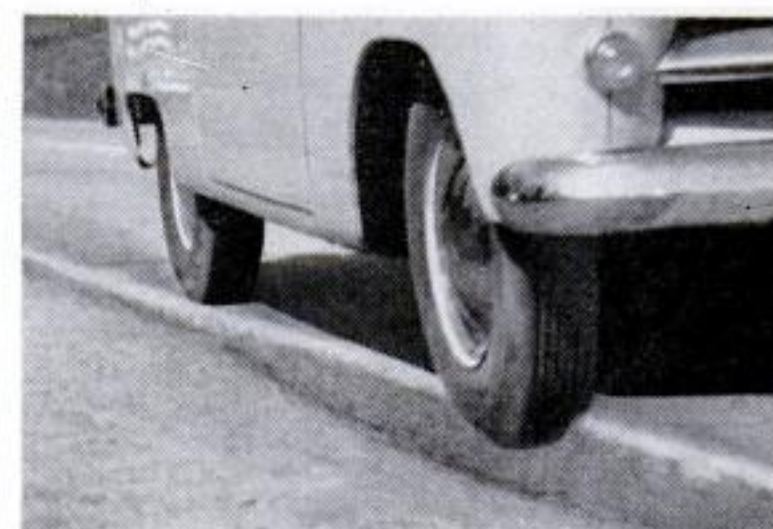
1. Several fast-acting medically-approved ingredients, scientifically blended into easy-to-take Tablets or Powders.
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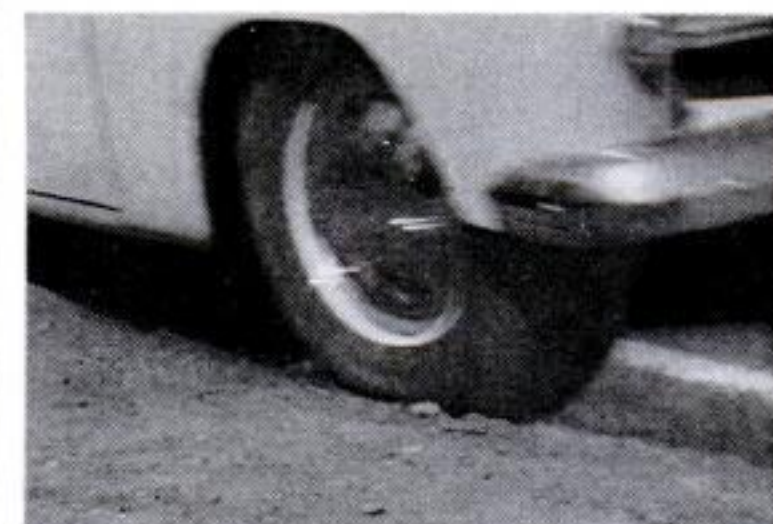
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See ad on page 97

CONTINUED ON PAGE 78



New way to roll out the barrels

When the hammer hits the barrel, the bung pops out and fine, well-aged whiskey pours forth. It fills the air with rich aroma as it flows toward a giant tank for blending and bottling.

The action takes only a moment. But it is a moment that Schenley has planned thoughtfully, over a long, long time.

It started years ago, on the day the barrel was filled. The whiskey was put to the most rigid tests, then set aside for slow aging. The years passed. Then recently, this barrel was one of the many selected for final screening and processing. Samples of the fully aged whiskey were drawn, analyzed and taste-tested. Then this barrel of whiskey was earmarked for bottling.

Yesterday, samples were drawn and tested again. Today, with final approval given, the barrel rolled under the bung hammer.

This long-term screening and testing is part of the network of quality controls which guards Schenley whiskeys. Guards their goodness from the time the grain is grown till the whiskey is in your glass . . . and brings you the utmost enjoyment in every drop of every drink. Schenley Distillers, Inc., New York, N. Y. ©1953



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Schenley's
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Available only at drycleaners who display this emblem . . .



Storch CONTINUED



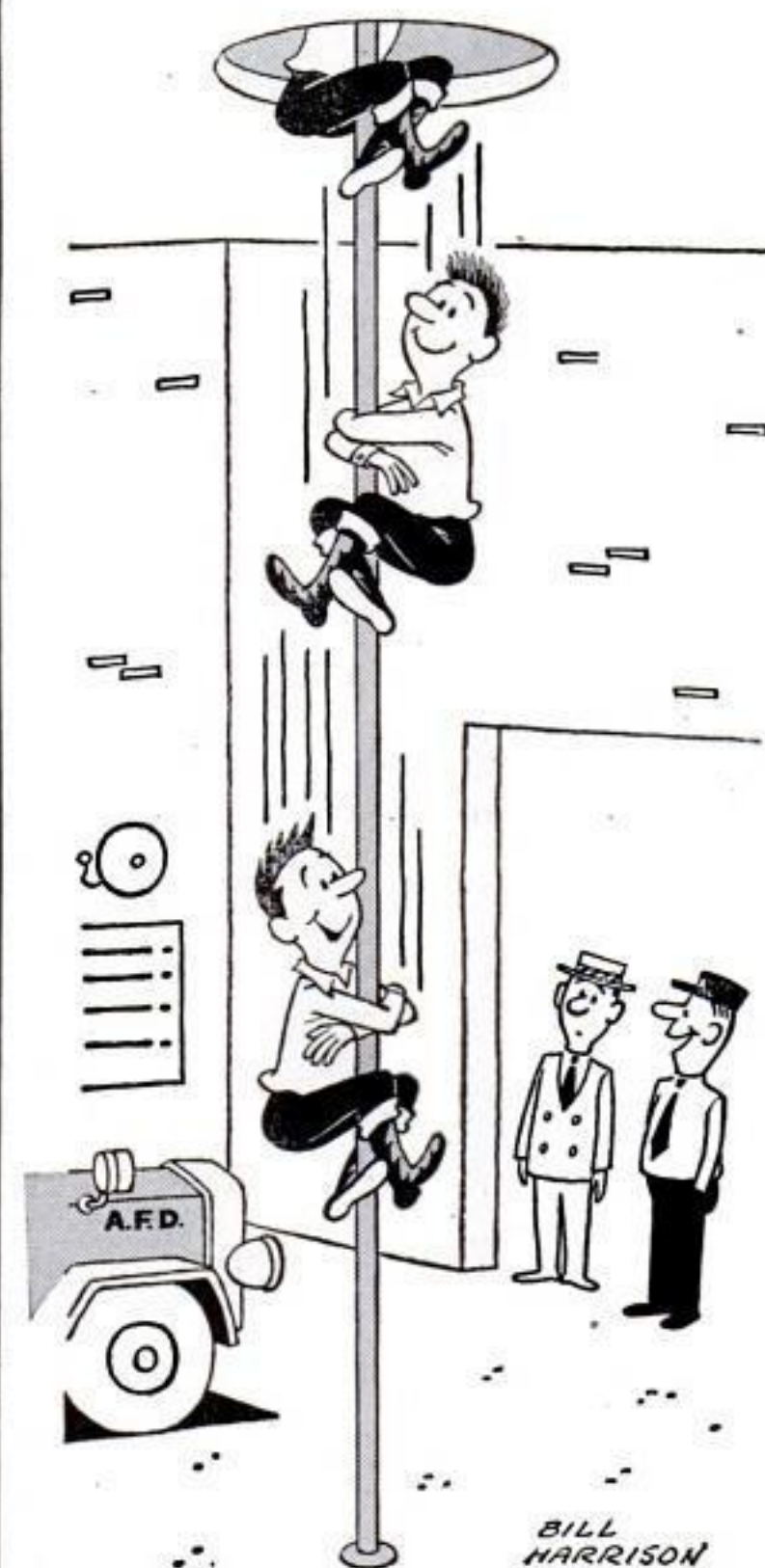
DUBIOUS MOMENT comes as Storch tries on a turban which directors wanted him to wear in Oriental dance. Storch used one without feather.

PLUME LOST, LESSON LEARNED

The *Larry Storch Show* went off with few fluffs, ended six minutes too soon. Attacking the writers for "ill fitting lines," *Variety* said, "... Storch displayed ... knack for mimicry but failed to display any distinctive trademarks. ..." Said the *New York Post*, comparing his caricatures to Dickens, "... Deft and rapier like." Said the *New York Daily News*, "... Refreshing entertainment." Said Storch, "I was put into the wrong situations." CBS began to redraft the show.



ON THE AIR Storch attempts exotic dance, goes cross-eyed as he tries to follow his intricate hand wriggles, finally stumbles over his own feet.



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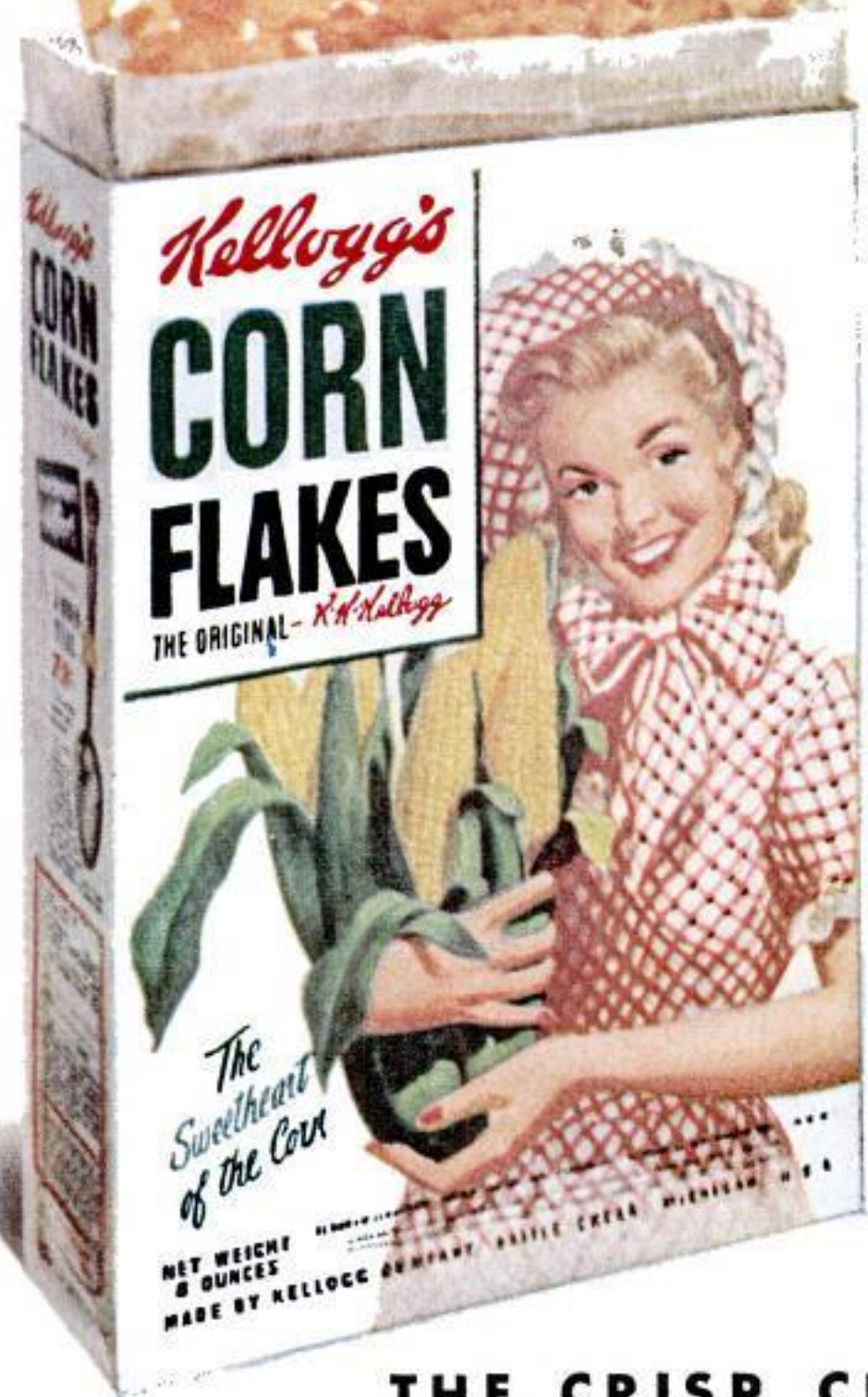
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WITH THE DEEP DEEP FLAVOR

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Kellogg's

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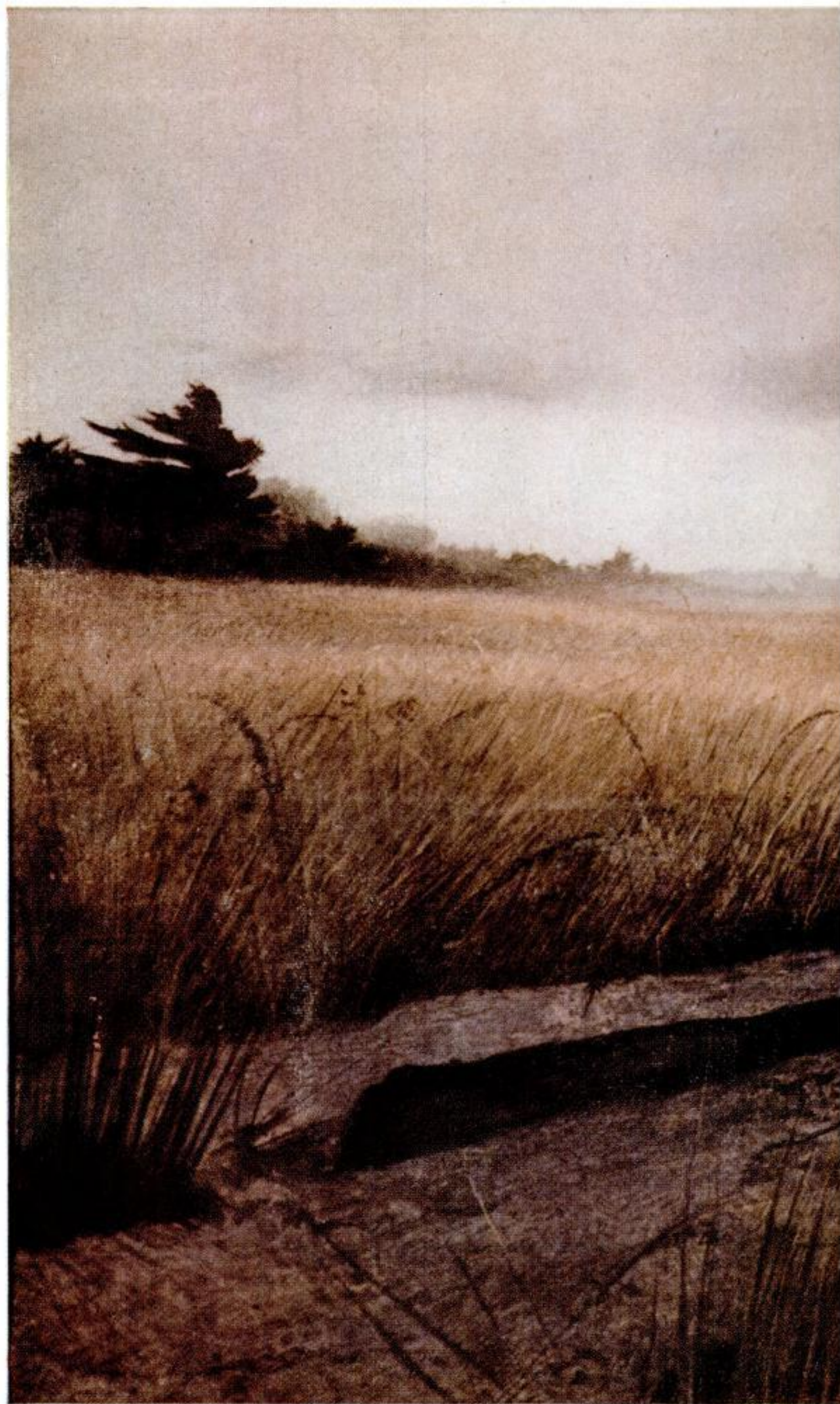


APPROACHING THE HOUSE on a rainy day, Wyeth, in a slicker, follows an unkempt path through grass leading to the front door.

Artist Paints a Ghostly House

WYETH FINDS A DESERTED HOME AND RECORDS ITS SILENT MOODS

For 25 years Artist Andrew Wyeth has spent his summers tramping around Maine, painting its lonely cottages, boats and windy wastelands (LIFE, May 17, 1948). On one of his rambles near Waldoboro, Wyeth discovered a weatherworn old house whose bleak and silent exterior stirred his imagination. Slipping into the house, he was surprised to find it completely furnished. There were dishes on the table, wood in the stove, the beds were made and a coat hung from a peg. It seemed as if the owner had stepped out for a moment and never returned. (Actually, Wyeth later learned, the last tenant had died in 1941 and his relatives had simply turned the key in the door, leaving the house just as they had found it.) The haunting atmosphere that pervaded the place drew Wyeth back many times to paint its dusty interiors, cobwebbed curtains and even himself as a ghostly visitor in its halls. On one of his visits, Wyeth invited Photographer Kosti Ruohomaa to come along. As the artist wandered through the dimly lit rooms, Ruohomaa photographed him, capturing with his camera the shadowy scenes which Wyeth recreated in his paintings.



← **IN THE LIVING ROOM** Wyeth uses the stove as his stool while he sketches the lamps on the mantelpiece in preparation for a watercolor (below). His paints are kept compactly in the trays of a metal box placed on nearby rocking chair.



TWO OIL LAMPS attracted Wyeth when rays of the sun fell across them, making them glimmer as if they were lit. He moved the ornate wooden clock into his picture so it would serve as contrast to the severe lines of the mantelpiece.

JOHN MACDONALD COLLECTION



IN A BLOWING FIELD of tawny grass the abandoned house presents a blackened, glistening face to the fog. Built around 1800 by a Revolutionary soldier named Christian Hoffses, it was occupied and is still owned by his descendants.



WHITNEY MUSEUM

SPOOL BED in an upstairs room had a bearskin robe folded over the footboard, ready to be used at night. This room, with its clear light from the window and colorful patterned shawl thrown over the table, seemed the least lonely to Wyeth.

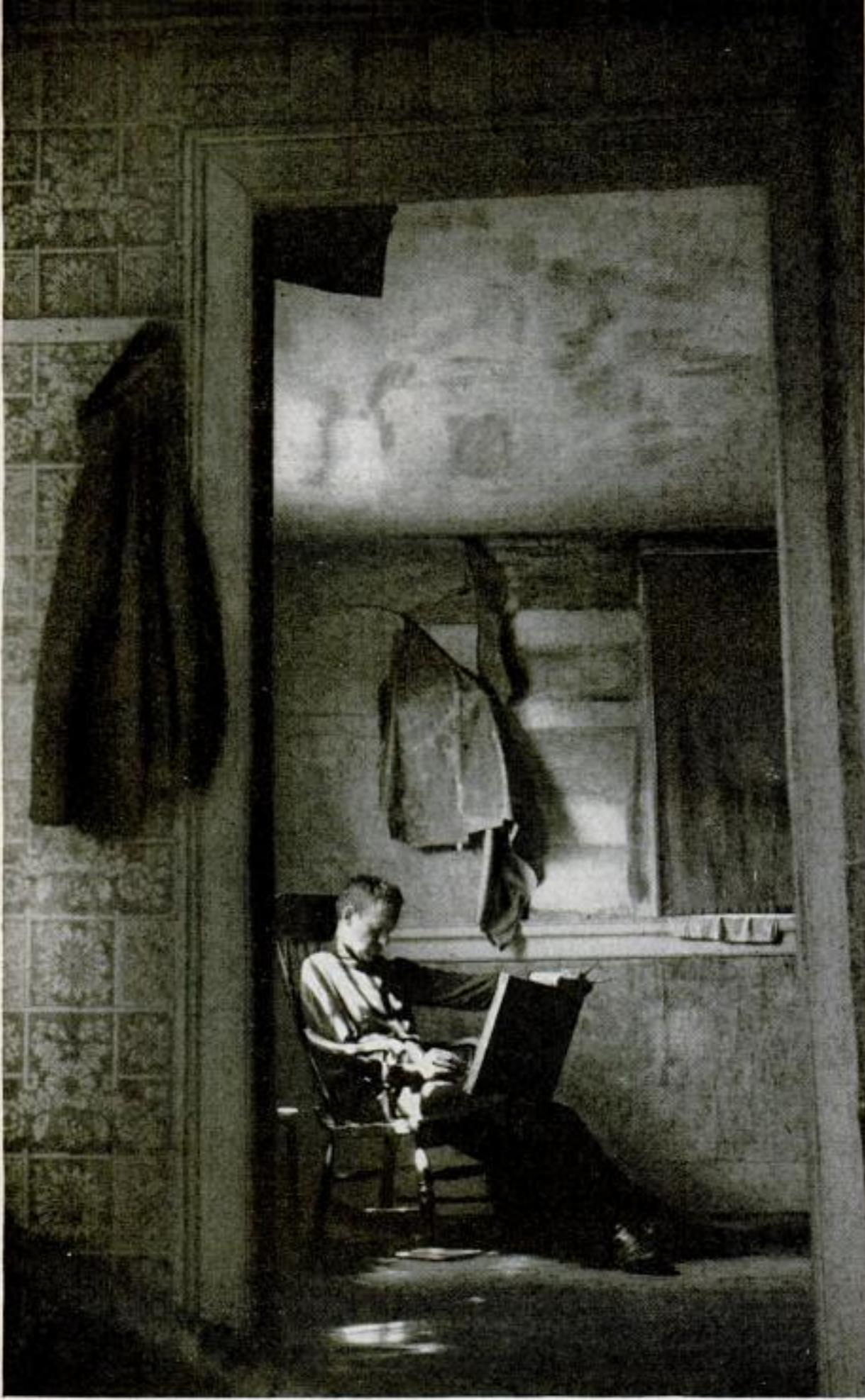


FRANK TALLMAN JR. COLLECTION

WOOD STOVE in the kitchen stands in front of nine-foot-long fireplace which was used for cooking during early 19th Century, later was boarded up. To Wyeth the delicate poker and spindle-back chair accentuated stove's ungainly contours.

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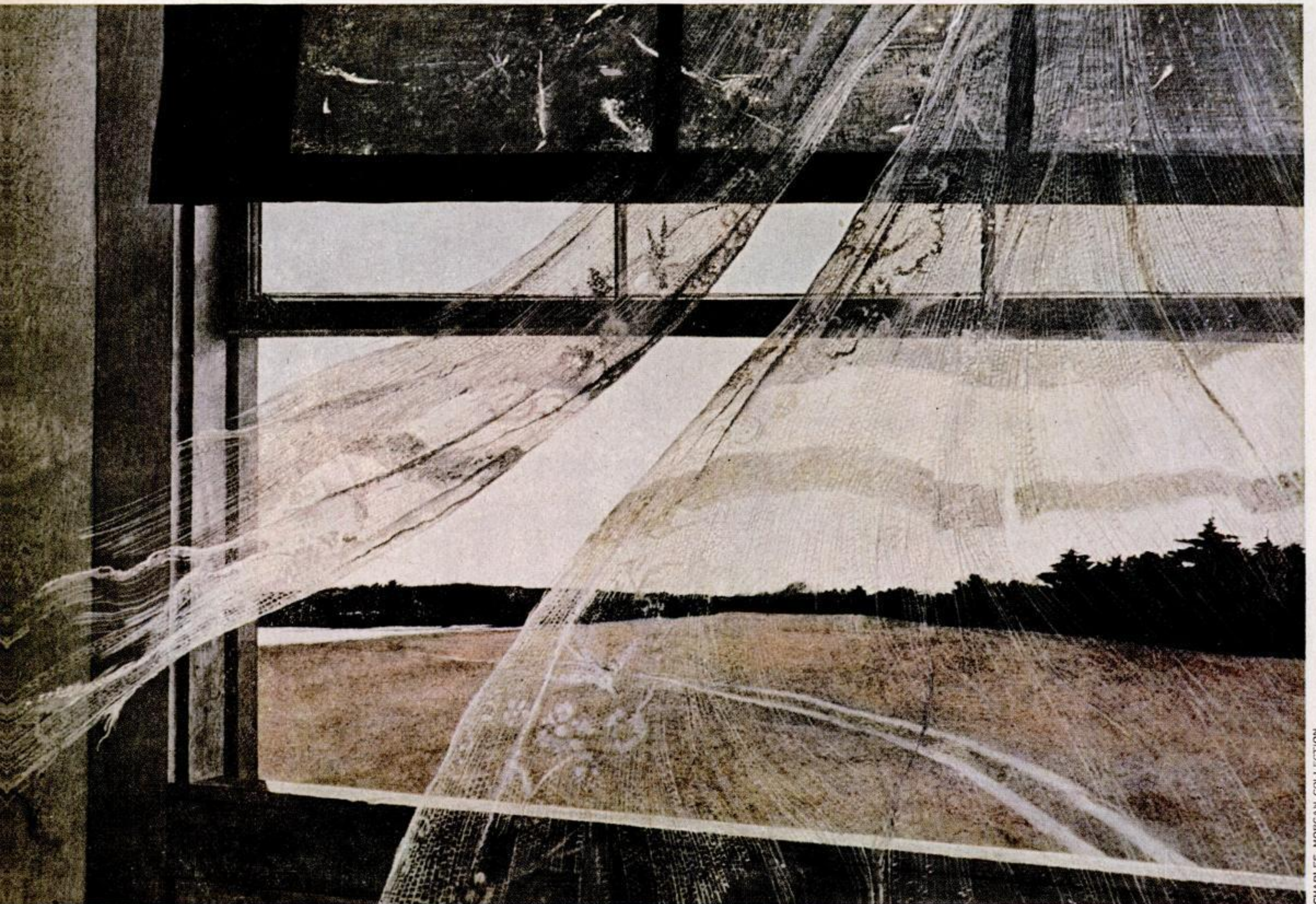
GHOSTLY HOUSE CONTINUED



SKETCHING in a bedroom (*left*), Wyeth makes himself at home in rocking chair under the peeling wallpaper. Outside the door hangs a worn jacket of some bygone tenant.



PEERING from the window, the artist catches a glimpse of the sea and listens to the wind rattling the loose frame, the only sound breaking the stillness of the lonely house.



WIND FROM THE SEA swells the frayed mesh curtains at the open bedroom window, setting the embroidered birds in motion. To Wyeth the fresh breeze

clearing the musty air seemed to bring new life to the old house, and the billowing curtains appeared to be waving to the road and to the dark pine forest beyond.



A GHOSTLY IMAGE of himself was seen by Wyeth as he walked toward a clouded mirror in the bedroom. Startled by the reflection which seemed like an

apparition, Wyeth painted this self-portrait in luminous, spectral tones to suggest the departed inhabitants whose presence was still felt in the silent house.

How to take out STAINS

USE RINSO AND FOLLOW THESE EASY DIRECTIONS

If you have ever used Rinso in your washer, you've probably noticed that it gets clothes exceptionally *white*. This is due to the **SOLIUM** in Rinso.

What many women *don't* know is that Rinso also works like a charm on most common *stains* — if you know how to go about it. Here are some simple, tested hints from the scientists at Lever Brothers Company. Be *sure* fabric is colorfast and washable before following these directions.

1. GREASE & OIL. Use warm Rinso suds. Put plenty of Rinso on stained part, rub between hands.

2. BLOOD. Soak in cold water until stains turn light brown, then wash in warm Rinso suds.

3. COFFEE & TEA. To remove fresh stains, pour boiling water on stain from 2- or 3-foot height, then wash in warm Rinso suds. If any stain remains, dry in sun or use bleach. Do not bleach silk or wool.

4. GRASS. Use hot water and Rinso, rubbing well. If stains remain, use bleach. Once again, do not bleach silk or wool.

5. OIL PAINT, VARNISH, ENAMEL. Remove fresh stains from washable materials by washing with plenty of Rinso suds. If stain has dried, soften it first by rubbing in Spry or lard.

6. MILDEW. Rinso suds will remove very fresh mildew stains from washable materials. Drying in sun helps bleach spots. If stain remains, use bleach except on silk or wool.

7. INDELIBLE LIPSTICK. Work petroleum jelly or lard into stain. Sponge with cleaning fluid. Remove any ring which may remain by laundering in Rinso suds. On rayon and colored materials, use 1 part alcohol to 2 parts water. Launder with Rinso.

8. CHOCOLATE & COCOA. First scrape off excess with dull knife, then launder in warm Rinso suds.

9. CHLOROPHYLL. Wash with warm Rinso suds. If stain remains, use bleach except on silk or wool.

10. SCORCH. Use Rinso suds to remove slight stains from washable materials. Dry in the sun a day or two.

11. TOMATO JUICE, CATSUP. Sponge thoroughly with cold water, then work glycerine into stain, let stand half hour. Then wash in Rinso suds.

12. SHOE POLISH. Sponge thoroughly with plenty of Rinso suds.

SAVE 20%

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The Sea Elephant

ON A FAR-OFF ISLE BIG SEAL LEADS A LIFE OF LOVE AND LOAFING

PHOTOGRAPHED BY MICHEL ANGOT

Among the many sleek-coated segments of seal society in the seas of the world, none is bigger and few are uglier than the sea elephant—also known as the elephant seal. The cumbersome beast below weighs about 6,000 pounds, measures 15 to 18 feet around the waist, sports a long, limp snout which blows up when he is angry into an elephantlike trunk and is foolishly fearless in almost everything he does. Hunted almost to extinction because of their valuable oils, sea elephants are making a comeback on France's Kerguelen Island 2,600 miles southwest of Australia where the animals are protected from hunters and where these pictures, illustrating their life, love and loafing habits, were taken.





PREGNANT SEAL, whose face ordinarily is almost black, assumes masklike gray color in 49-week gestation period.

THEY FIGHT ONLY FOR THEIR WIVES

Almost from birth sea elephants are as tough-minded and independent as they become tough-skinned. In the frigid waters they inhabit they fear nothing, not even their principal enemy, the killer whale. On land they sleep away the daylight hours with self-confident disdain for any danger. Even when attacked by man sea elephants are torpid and passive. If attacked on shore, they sometimes scoop up sand and pebbles with their front flippers and hurl them, with accuracy, at the intruders. Otherwise they offer no defense, a fact which contributed to their almost complete destruction off California where they once were plentiful.

Like the land elephants for which they are named, sea elephants are mammals and the family instinct is strong. Young are suckled for six weeks. Twice a year—the mating season in the spring and the molting season in the fall—the sea elephants return from the ocean to Kerguelen Island. The molting season is mostly a time of luxurious loafing even though they sometimes get sunburned on their pink underskin.

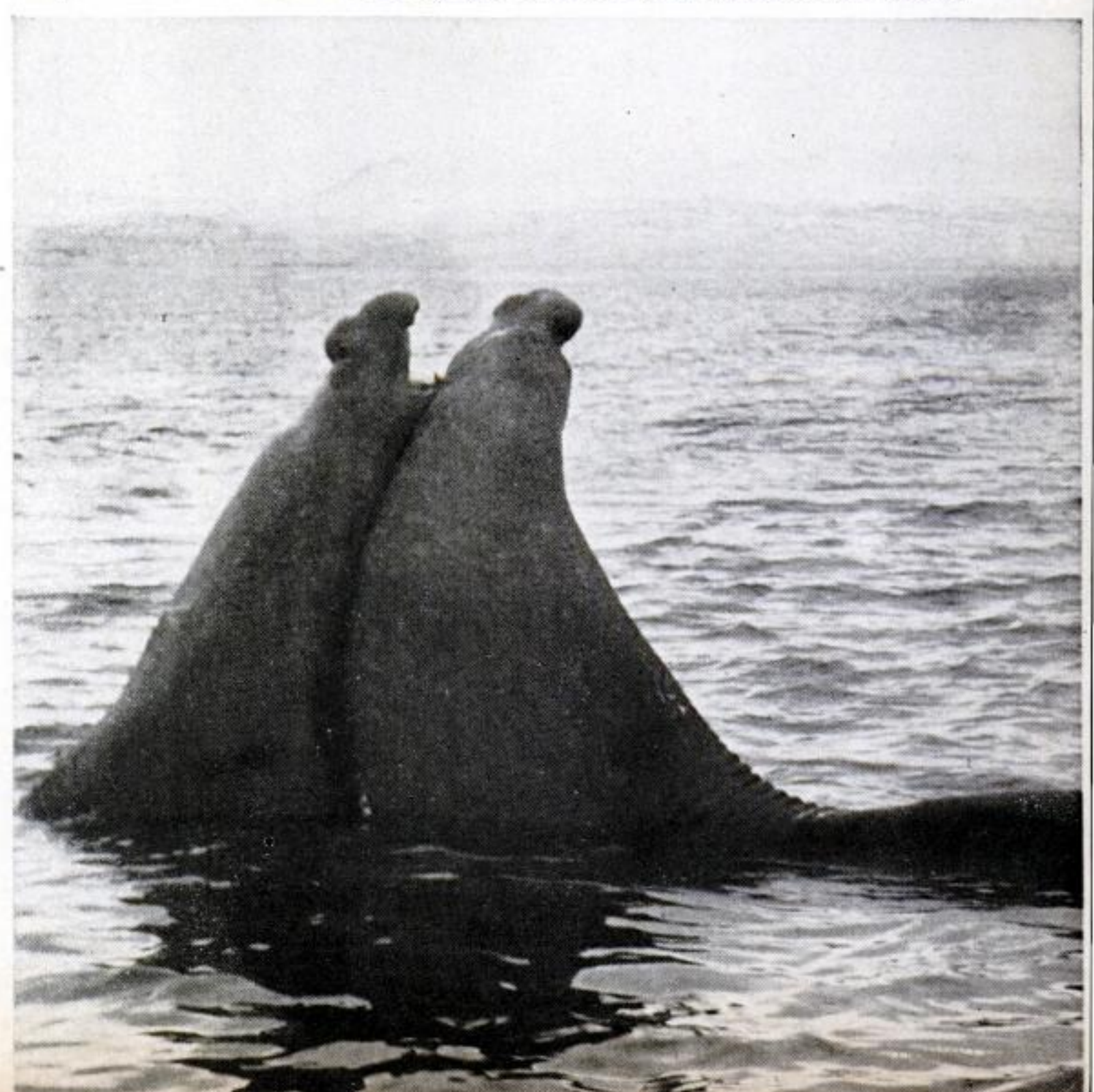
The mating season is different. The lonely air is filled with the trumpeting noises of bull elephants, charging at each other viciously (*below*) to protect and retain their females. Against a younger marauding bachelor bull, an oldtimer with a harem puts up a valiant fight. Being an oldtimer, however, he knows when he is licked and so is willing to give up the fight, his dignity and even all his wives before giving up his life.

SKIRMISH AT SEA develops as a male (*right foreground*) decides to add a new female to his harem and second male (*background*) swims in to stake own claim.



OBLIVIOUS TO THE PACKS OF PENGUINS STROLLING IN THE SUNSHINE, BACHELOR

FLIPPER TO FLIPPER the two bull seals stand, slashing at each other with their sharp teeth. Female over which they fight has made quick departure from scene.





SEA ELEPHANTS LOLL LUMPILY OUT OF RANGE OF HAREMS (BACKGROUND, LEFT) UNTIL ONE WORKS UP ENERGY TO SEEK OUT AND OPEN ATTACK ON A RULING MALE

END OF THE BATTLE leaves the first male (*foreground*) battered and weakened as the challenger, administering a final coup, rears back and trumpets his call.

PRIZE OF WAR is harem (*background*) which, numbering from 40 to 150, invariably is taken over by victor along with the female over which fight originates.



SEA ELEPHANT CONTINUED



NEW-BORN SEAL, 2½ feet long and still wet from birth five minutes earlier, nuzzles mother's flipper.

TAKING THE SUN, a mother seal and her 8-day-old pup exert themselves only enough to scratch.



MOLTING FOR THE FIRST TIME, A MONTH-OLD MALE ROLLS ON ITS SIDE, BREATHES DEEPLY AND INSTINCTIVELY EASES HIS ITCH BY RUBBING HIS FUR AGAINST THE PEBBLY BEACH





PHOTO BY PENN

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Your grocer has many Simple for Summer specials now! Look for them!

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Vanilla
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A man in a blue shirt is focused on working on a mechanical component. He is using a red-handled tool to adjust or tighten a part that is held in a grey metal vise. The vise has the number '1029' stamped on it. The background is dark and industrial, with some vertical lines visible. The word 'million' is written in a large, white, serif font in the upper right corner.

million

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CLOSE-UP

"WILL YOU SELL?" Zeke asks the owner of a Queen Anne table, and the gentle old New England lady, body of hickory and will of granite, says, "I'll think it over. Come back later."



ZEKE THE SEEKER

He roasts in attics and gets his ears calloused
in his endless search for fine antique furniture

by ROBERT WALLACE

THE midsummer night's dream of Zeke Liverant is strange and frustrating. In it, Zeke sees himself cruising the northern Connecticut countryside in his station wagon, which has a big rack on top for carrying bulky objects. This countryside is not a dream figment: wide-awake, Zeke has cruised it at the rate of 2,000 miles a month for 15 years; 360,000 miles, boy and man. A map of his travels would look like a gigantic fingerprint covering the whole northeastern corner of the state and extending into Rhode Island.

Zeke is familiar with most of the houses in the countryside, the old, white clapboarded houses with Grecian proportions. He knows by name literally thousands of farmers and townfolk. But in his dream, somewhere between Lebanon and Norwich, he comes suddenly upon an 18th Century house he has never seen before. In its doorway stands an old lady.

Zeke stops the car and strikes up a conversation. He has a pleasant, ingratiating manner and a pair of cast-iron ears, which are handy in his trade. After a decent interval he asks the old lady the crucial question, and to his vast amazement she replies, "Why, certainly you can clean out my attic."

An aqueous light oozes through the dust-filmed windowpanes of the attic. The air is heavy, full of drowsy silence, old and stale, like the air that might be found in a watertight compartment of a ship sunk long ago. The windowsills are littered with the brittle bodies of generations of insects. In the dust on the floor are patches of golden sawdust, the tailings of the minework of beetles and carpenter ants. It is terribly hot. Great beads of sweat well out of the pores of Zeke's forehead. He wipes them off with his dusty hand, leaving a long brown streak.

The attic is crammed with old furniture, boxes, dome-topped trunks, lanterns, worn-out tools, piles of moth-eaten clothing, debris that has been accumulating since the year Revolutionary troops wintered on Lebanon common. Wondering whether the old lady can hear the

cicadalike buzzing of his nerves, Zeke begins slowly to walk about. He drops his hand on the polished comb back of a Windsor chair, runs his forefinger over the shell design carved on a small mahogany block-front bureau, walks to the corner and stops beside an oblong object covered by an old Oriental rug. He lifts the rug. There, even in the dim light glowing like gold, stands a small but long-legged piece of furniture with claw-and-ball feet, flat-topped like a table, with one wide thin drawer and three smaller ones beneath. It is a lowboy, made of yellow-brown maple with many parallel markings in it like the skin of a tiger. Zeke pulls out one of the drawers and finds a label reading, "Made by John Goddard, Newport, Rhode Island, 1760."

"That thing?" says the old lady. "I never did care much for it. Certainly you may buy it."

Zeke reaches for his checkbook and begins frantically to write. All his life he has searched for a lowboy, as a fisherman searches for the 10-pound brook trout or the poker player for the royal flush with no cards wild. But suddenly the checkbook goes limp in his hand, the paper turns into damp linen and he awakens to find himself scrawling with his forefinger across his hot pillow.

Zeke Liverant, in the word of the antique trade, is a "picker," although he operates on a far more dignified level than the door-to-door junkman. He locates and purchases all manner of old objects—furniture, books, bric-a-brac, silver, pewter, stamps, coins—and resells them, sometimes to full-fledged collectors but more often to ordinary citizens who from time to time succumb to the urge to own something antique. Occasionally, when he finds a truly important piece, he sells it to a museum or to one of the major New York dealers, who can command far higher prices (as much as \$30,000 for a single piece) than he can.

To many people of sound mind Zeke's dream is a nightmare pure and simple, but to the fast growing number of collectors in the U.S., and to millions of amateurs who occasionally buy antiques, it is a

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Friskies



ZEKE AND HIS FATHER (left) stand among their \$30,000 stock. The elder Liverant, once a New York fur worker, came to Colchester dead broke

ZEKE THE SEEKER CONTINUED

four-star, 3-D production in color. At this season the nation's antique shops are swarming with wide-eyed tourists buying cobbler's benches, spinning wheels, Hitchcock chairs, shaving mugs and student lamps. Each secretly hopes to find in a shop or a barn or a rural attic the ultimate bargain, the masterpiece of cabinet-makers' art priced at \$10 and worth several hundred times that. It would be unnecessarily cruel to say that none will find it, but the chances are approximately similar to those that Mrs. Roosevelt will finish the season at shortstop for the New York Yankees.

The day of the "sleeper" or fantastic bargain is almost dead, and has been since the '30s. Currently purchasers receive more or less what they pay for, although a great mass of misconceptions about antiques and antique dealers persists. The scraping away of some of these can make it far more interesting for an amateur to enter an antique shop, and far more likely that the amateur will make a sound purchase, and perhaps eventually a small profit.

The majority of good antiques come from New England, the oldest section of the nation. Some brilliant cabinetmakers and fine country carpenters also worked in New York, Philadelphia and the South, but New England has always been the main source of good, old furniture. There are still many fine antiques in private hands in New England, but the amateur, or even the full-time collector, is unlikely ever to find one that he can buy. Those who dispute this should consider Zeke the Picker.

Israel ("Zeke") Liverant's operating base is the town of Colchester, Conn., where he and his father own a large antique shop in a deconsecrated church on the main street. Every weekday, leaving his father to deal with the customers, Zeke sets out in his station wagon to comb his territory.

"I don't go around knocking on people's doors trying to buy stuff," Zeke says. "That way, you just get people sore at you. You've got to have leads like a detective."

The leads come from several sources. Zeke cultivates the trust officers of banks and the probate judges in his area, who tip him off when estates are being settled. He also cultivates doctors—many old houses are inhabited by semi-recluses who may live for years without ever permitting anyone but a physician to cross the threshold. A medical man with an eye for cabriole legs is handy to know. Zeke has, in addition, a network of little pickers who pick for him. These are actually junkmen with some knowledge of antiques. If they recognize a good piece but lack the money to buy it they tell Zeke, who will pay them a commission. Zeke's main sources of information and supply, however, are the old ladies who live alone, or in wistful groups of two and three, in countless houses throughout his territory and, for that matter, throughout New England.

The big fact of actuarial life is that husbands predecease wives. Moreover, as sociologists have been pointing out for years, the younger rural population of the northeastern states is drifting into the cities. Thus one can drive for miles through Zeke's territory and never see a child, only the bright chipmunk faces of old



in the '20s and became a horse-and-wagon trader in used furniture. He slowly converted to antiques, now has one of the biggest shops in Connecticut.

folks, mostly women, peering out between their curtains. Zeke knows hundreds of old ladies, many of whom live in houses built long before 1800, and some of whom are the eighth or ninth (and last) generation descendants of the original builders.

Almost without exception, and whether because of diet, climate or ancestry no man knows, the old ladies of northern Connecticut are alert, friendly and shrewd as foxes. They subscribe to antique trade publications and keep Wallace Nutting's *Furniture Treasury* handy beside the commode. Some possess only a single piece of furniture of value, others own a dozen objects which the Metropolitan Museum of Art would be delighted to display. Most of them know the value of their pieces down to the final 25¢, and delight in playing sly little games with Zeke.

He calls upon each of his old ladies two or three times a year, repeating his standing offer for whatever piece of furniture he wants. (He has learned to make one offer, as large as he can, and stick to it. If he raises his bid once he will be expected to keep on raising it until the Last Judgment, a day which may find many of the supernaturally vital old girls still peering out between their curtains.)

The old ladies, who know perfectly well that Zeke lives in Colchester, as well as the ages of his children, his yearly income and whether he likes one or two spoonfuls of sugar in his iced tea, peer at him bleakly and say, "You're Simpson, aren't you, from Norwich? Fellow that wanted the sideboard?"

"No," Zeke will say. "I wanted the little Hepplewhite table. I offered you \$200 for it last year."

"Seems to me you offered \$250. Not for sale, of course."

"Well, could I just look at it?"

"No harm in that, I suppose. Have some ginger ale?"

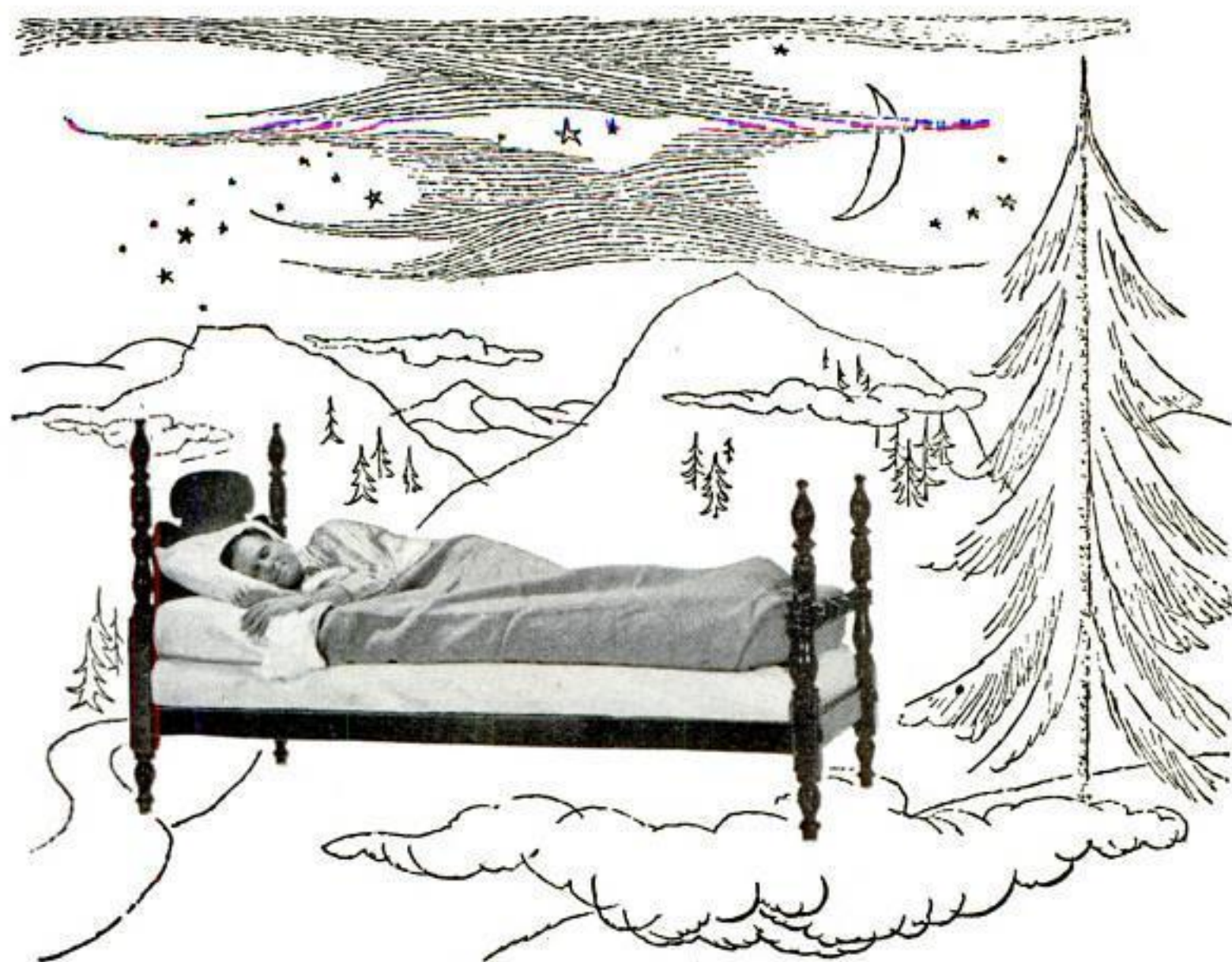
Iced tea by the tank car

ZEKE sits down in the parlor and then, for an hour or a whole afternoon, listens to the vast store of conversation the old lady has accumulated since his last visit. He is infinitely familiar with local weather, folklore, public and private health and morals, the Bull Moose campaign and the Chicago World's Fair of 1893, has drunk several tank cars full of ginger ale and iced tea and has appraised, free of charge, not only the objects he wants to buy but everything else in countless houses—the old ladies are constantly dickering with other dealers, and play one man's price against another's.

With each visit the old ladies soften. After a year, one may break down and permit him to buy an old milk skimmer for \$10 or a pair of candlesticks for \$25. (Later she will drive over to his shop in Colchester to see what price tag he has placed on the object. If his markup is too high, he is a dead pigeon.) After two years Zeke may work up to a pine blanket chest at \$20 or \$25. And after four or five years of dogged effort he may get the Sheraton sideboard on which he has so long had his eye.

In many cases, even after the most persistent efforts, Zeke gets

CONTINUED ON NEXT PAGE



*Cool as
sleeping in the
mountains!*

CROSLEY Room Air Conditioner

cleans

as it

dries

as it

cools

the

air

you

breathe!

Now, *comfortable* coolness on the hottest days—air conditioning at its best with the revolutionary new 1953 Crosley.

But more! Crosley "conditions" air, too. *Cleans* it of dirt, dust, soot. *Dries* air—eliminates "sticky-weather" humidity. *Circulates* air without bothersome drafts. *Ventilates* your room all year round. And *exhausts* stale air—whisks away odors.

Put yourself in the CROSLEY Comfort Zone—see the five new 1953 models at your Crosley Dealer's today. Crosley Division, AVCO Manufacturing Corporation, Cincinnati 25, Ohio.

SET YOUR HEART ON CROSLEY



MODEL
AGE-75 D

Put Yourself in the CROSLEY Comfort Zone

In Canada: Crosley Radio and TV, Limited, Toronto, Montreal.



**NEW!
WHITE!**

...and Scented Right

**for
men
only!**

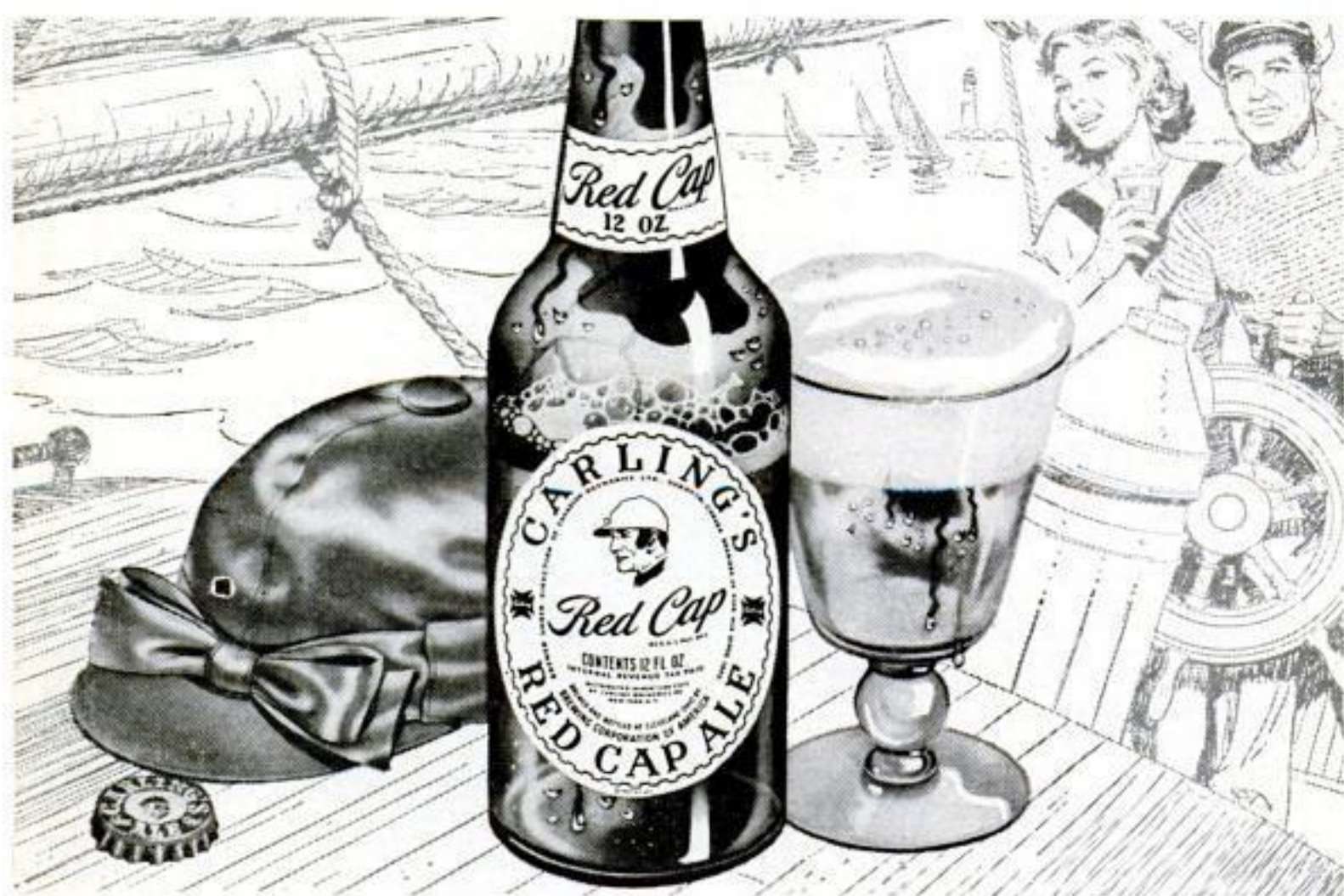
FEEL SHEEPISH about buying or borrowing a white bath talc perfumed for a woman . . . or a baby? Feel guilty about staining your clothes with a bronzed *after-shave talc*? Then, after your next tub or shower, try this new Mennen "first"—a white bath talc for men. Lightly scented with a man's scent . . . non-staining to clothes . . . and, Man, it's cooling! At drug counters everywhere.

...ONLY
59¢

P.S.

For a man's face—invisible, neutral-tinted Mennen Talc for Men.

MENNEN BATH TALC FOR MEN Better Than Beer?



A very different brew you'll want to try!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them *more* pleasure than *any* beer they ever tasted. They say it's light and dry as the smoothest beer, yet

with that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not make a point to try it yourself? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

BETTER THAN BEER?

TRY CARLING'S RED CAP ALE AND SEE!

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ZEKE THE SEEKER CONTINUED

nothing. Some of his old ladies are hopelessly poor, living on relief. They are ill, poorly clothed and badly fed, and their fine old houses are fast falling apart. But when he offers one of them \$500 for a grandfather clock, she looks at him blankly and says, "Now really, Mr. Liverant. Money means nothing to me." Many of his old ladies are genuinely fond of him—he has been nominated as a pallbearer in at least one will, and in others it has been stipulated that when, or rather if, the old lady dies, he is to be given first crack at buying her furniture.

In view of the struggles of a full-time pro to obtain good antiques, the amateur's chances of finding the fine, fantastic bargain emerge as they really are: almost nil. The man who wants to buy an antique should look for it in what is, after all, a likely place: an antique shop.

Once inside a shop, the amateur must wrestle with another big misconception about antiques: the notion that all American furniture of the late 17th, 18th and early 19th Centuries was crude.

There are two kinds of antique furniture, both of which can be called "early American": the simple pine or maple furniture of rural areas, and the sophisticated, beautifully made pieces of the cities, or at any rate of the monied regions. In the 18th Century it was customary for wealthy men to pay fully as much, relatively, for a single piece like a highboy as it is for wealthy men to pay for Cadillacs today. Duncan Phyfe, the great American cabinetmaker, paid \$1,000 (about \$5,000 in current money) for one mahogany timber, and did not get his money back whittling three-legged stools.

Country furniture (almost all objects made of pine fall into this

WHAT TO ASK A DEALER

A novice who has decided to buy an antique, but who knows little or nothing about the subject, should ask the dealer these questions—and should be sure he understands the answers.

- Is the piece a later reproduction, or was it actually made in the period when its style was current?
- Approximately when (within 30 years) was it made?
- Was it made in America or in Europe?
- Why is it priced as it is? (If the dealer has similar pieces on hand, ask him to explain why one is better than another.)
- Has any part of the piece been restored? If so, what part?
- Is any part of the piece, however small, missing?
- Is the piece an entire natural unit, only part of a unit, or a combination of parts which did not originally belong together?

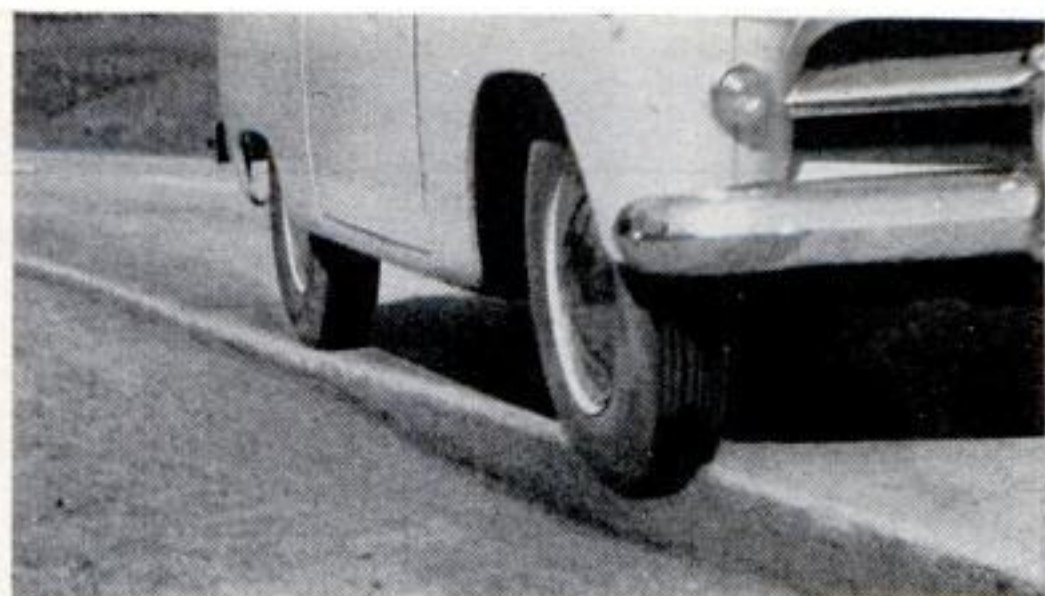
These questions should elicit a thorough discussion of the piece by the dealer. If the customer intends to spend a large sum, and is still uncertain about what he is buying, he should ask the dealer for a written guarantee that the piece is a genuine antique, with only such flaws as are noted in the guarantee.

category) was made in large quantity, and some of it was in fact crude. Most of it, however, had a natural grace or proportion which is still pleasing today. It can be bought fairly cheaply and has far greater intrinsic value than similarly priced modern furniture. For about \$400 a householder can furnish a dining room with 18th or early 19th Century pine antiques, including a good-sized drop-leaf table, four chairs, a large cupboard, perhaps with doors below and open shelves above, and a blanket chest or bureau which can be used as a sideboard. A set of contemporary department-store furniture would cost a like sum, or more. In ten years the department-store set will have only a small value in the second-hand market, while the antiques will still be worth at least \$250 or \$300, and perhaps as much as \$500.

Fine antiques are as different from country pieces as milk-wagon horses from Native Dancer or Tom Fool. They were invariably made by great craftsmen from fine wood, such as native curly or tiger maple, walnut or imported mahogany.

The great artists among American cabinetmakers, John Townsend and John Goddard in Rhode Island, Benjamin Frothingham in Massachusetts, Aaron Chapin in Connecticut, Duncan Phyfe in New York, Benjamin Randolph in Philadelphia and many others, worked in several styles. The names of these styles are English—William and Mary, Queen Anne, Chippendale, Sheraton, Hepplewhite. Because of that it was long thought that English antiques were superior to American. Actually there were cabinetmakers in

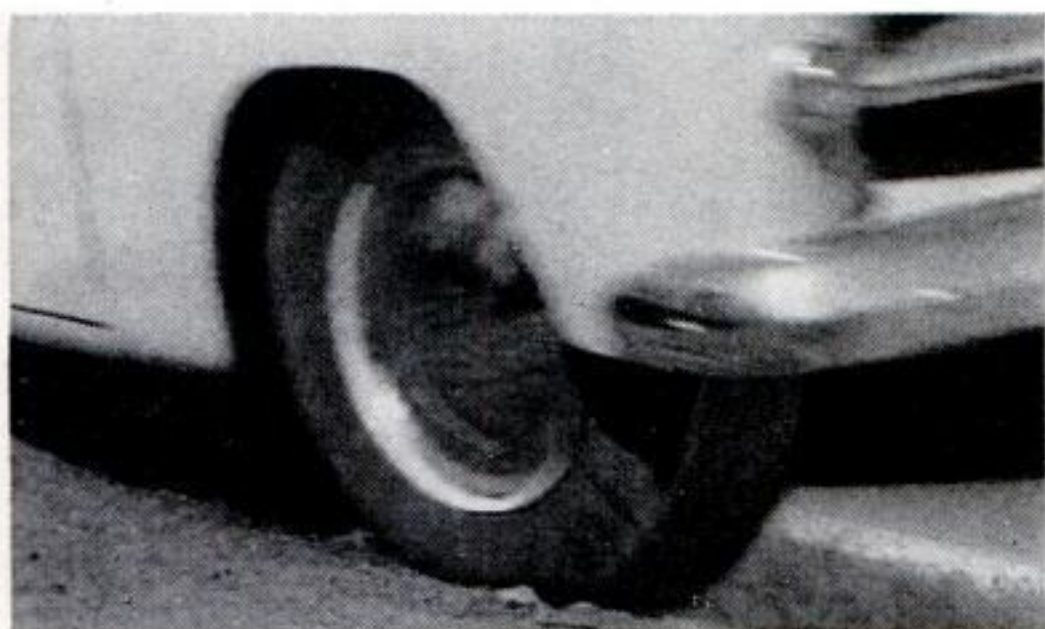
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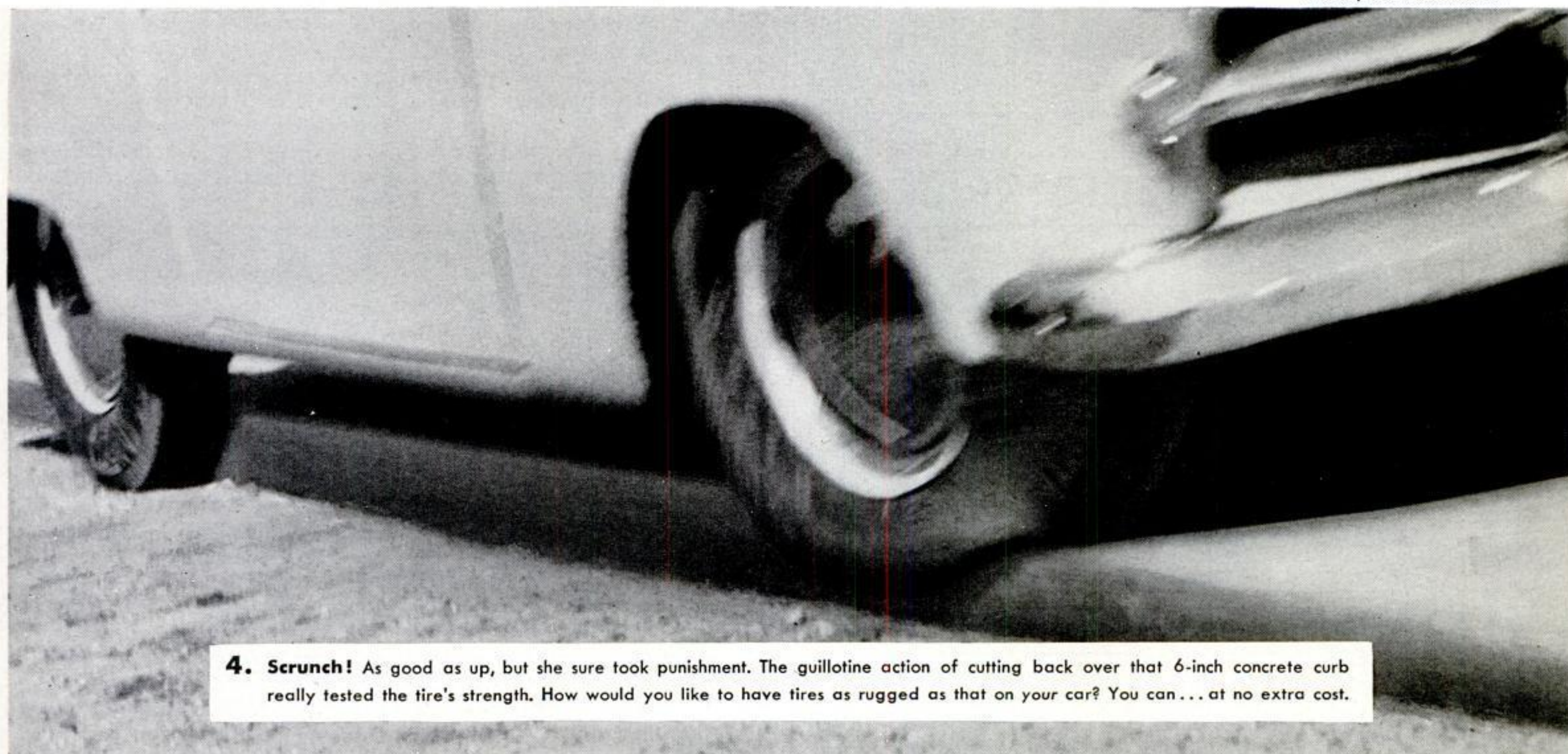
1. Hold It! If you're forced off the concrete onto the soft shoulder at that speed, your tire's going to take an awful beating. This is a very common road hazard.



2. Oops! Too late. She's down now . . . and look at that tough, rough concrete curb that has to be mounted to get back on the road. Could your tires stand this shock?



3. Screech! Sends a chill down your back to hear that tire scraping and grinding. But don't worry. Lee Tires are guaranteed to take this and all other road-hazard damage.



4. Scrunch! As good as up, but she sure took punishment. The guillotine action of cutting back over that 6-inch concrete curb really tested the tire's strength. How would you like to have tires as rugged as that on your car? You can . . . at no extra cost.

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Lee of Conshohocken Tires cost no more than ordinary tires, yet they are built so extra strong, so extra durable, so extra safe that we can guarantee them against all road-hazard damage.

The Lee Double Guarantee. When you buy new Lee Super DeLuxe Tires you get a double guarantee—in writing. We guarantee materials and workmanship for life. And we further guarantee these tires for 15 months against all road-hazard damage, including cuts, bruises, impact breaks, blowouts.

Back of this guarantee stands a tire-making technique that belongs to Lee alone. With Lee of Conshohocken Tires, you get greater strength . . . because Lee uses patented Double-Life Cords that resist damage. You get as much as 30 percent more mileage, thanks to Lee's special formula of 100 percent toughened cold rubber. You get greater non-skid protection, because Lee's tread design always puts 14 wiping edges on the road—in wet weather the tire rolls on a

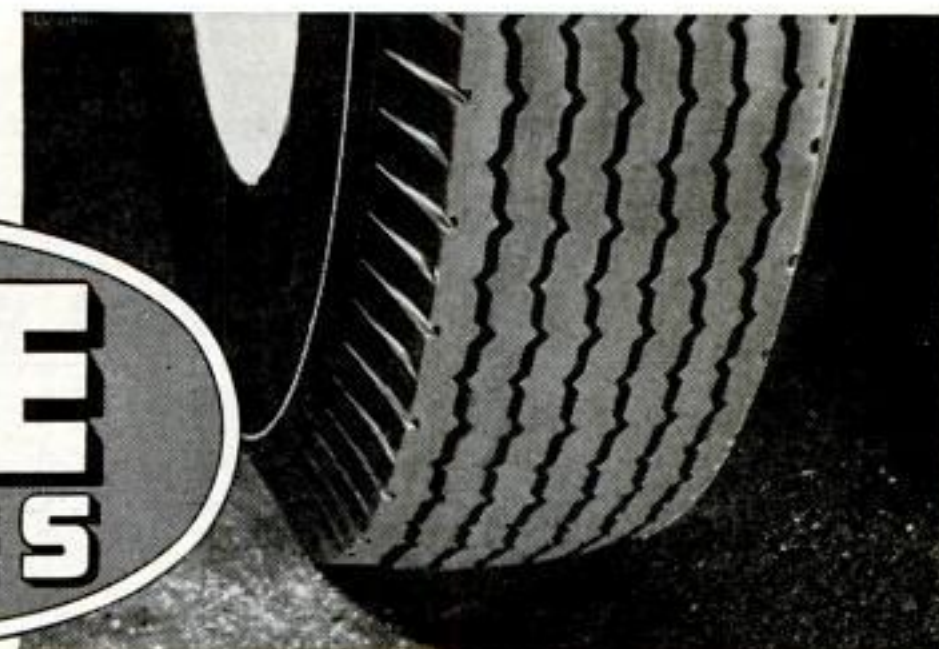
dry surface. Lee craftsmen have been making consistently better tires for more than 40 years. They know how!

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Get the peace of mind for yourself and your family that comes with driving on tires that are guaranteed to take a beating. Buy a set of Lee Tires—the tires guaranteed against all road-hazard damage.



Write Dept. 17 for a copy of the unique Lee Tire Double Guarantee



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A-1 Wonderful on
SAUCE COLD CUTS!
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Don't Get Left... GET RY-KRISP!

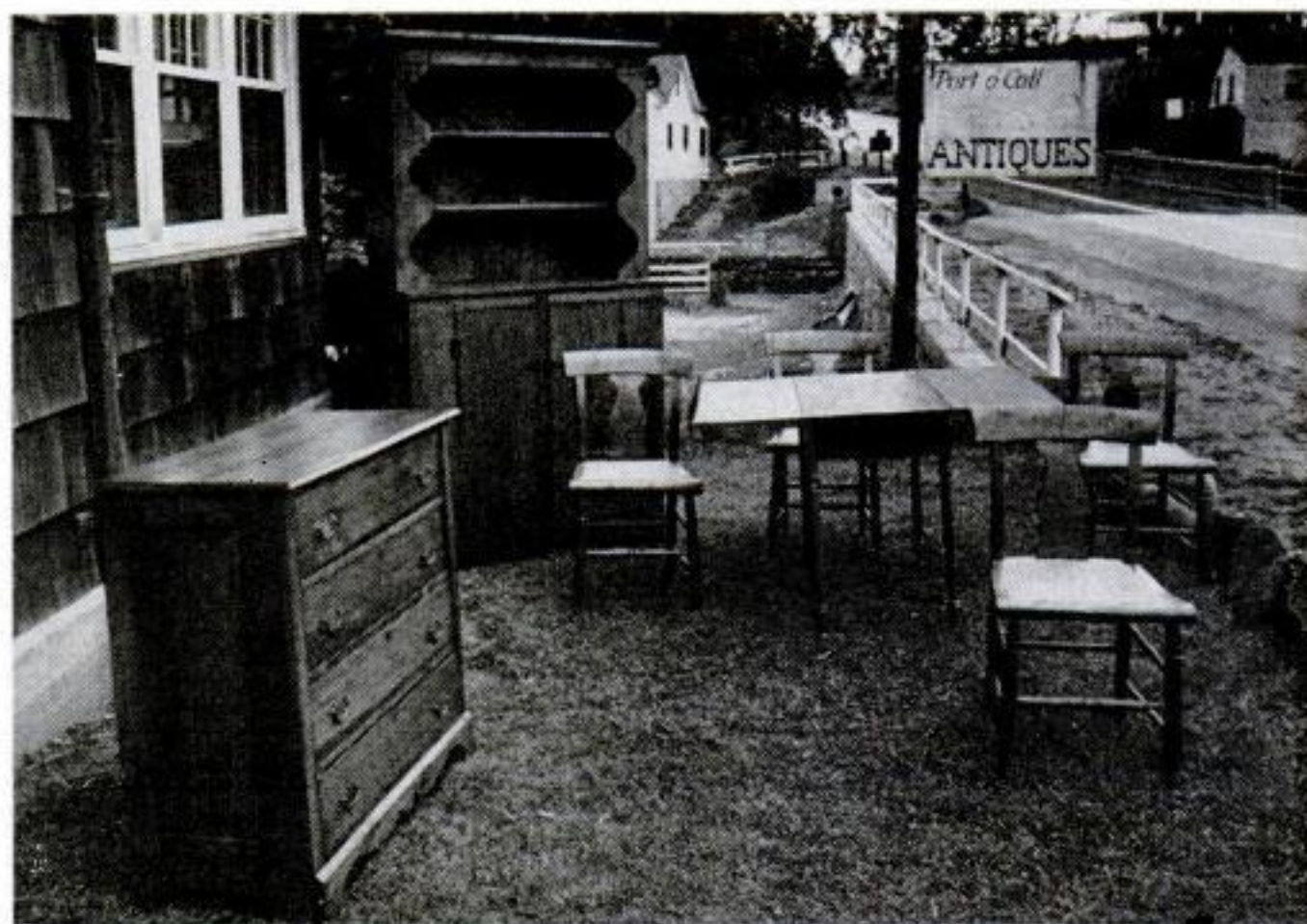
Make Your Bread RY-KRISP

Famous Reducing Plan on every package

Filling, far more hunger-satisfying than soft, quickly eaten breads. Whole-grain-rich in proteins, minerals and B-vitamins. Delicious!

COMPARE THE CALORIES:

Ry-Krisp, 1 double-square wafer....	21
Bread, 1 slice.....	63
Plain roll or bun.....	118
Biscuit or muffin.....	129



\$400 DINING-ROOM SET stands beside Waterford (Conn.) shop which specializes in furnishing rooms for young couples. Chairs are maple, rest pine.

ZEKE THE SEEKER CONTINUED

America of such vast talent that they could design chairs in the Chippendale style, for example, as well as Chippendale himself.

American cabinetmakers produced all manner of objects—mirrors, clock cases, plain and upholstered chairs, tables, sideboards, highboys, lowboys, swell-front, block-front and serpentine-front chests, secretaries and beds. But they made relatively few of them, compared to the huge numbers produced over a longer period in England, and to lovers of Americana such pieces are far more valuable than those which come from overseas.

Because there is a great difference between country and sophisticated antiques, between foreign and American antiques, and between American antiques of one style or period and those of another, the amateur can make some disastrous mistakes. Zeke Liverant, who must stake his livelihood on his knowledge and instinct many times a month, remarks sadly, "I go into the bag myself, sometimes. But almost always, when you get stuck, it's your own fault. Anybody can buy well if he uses his head."

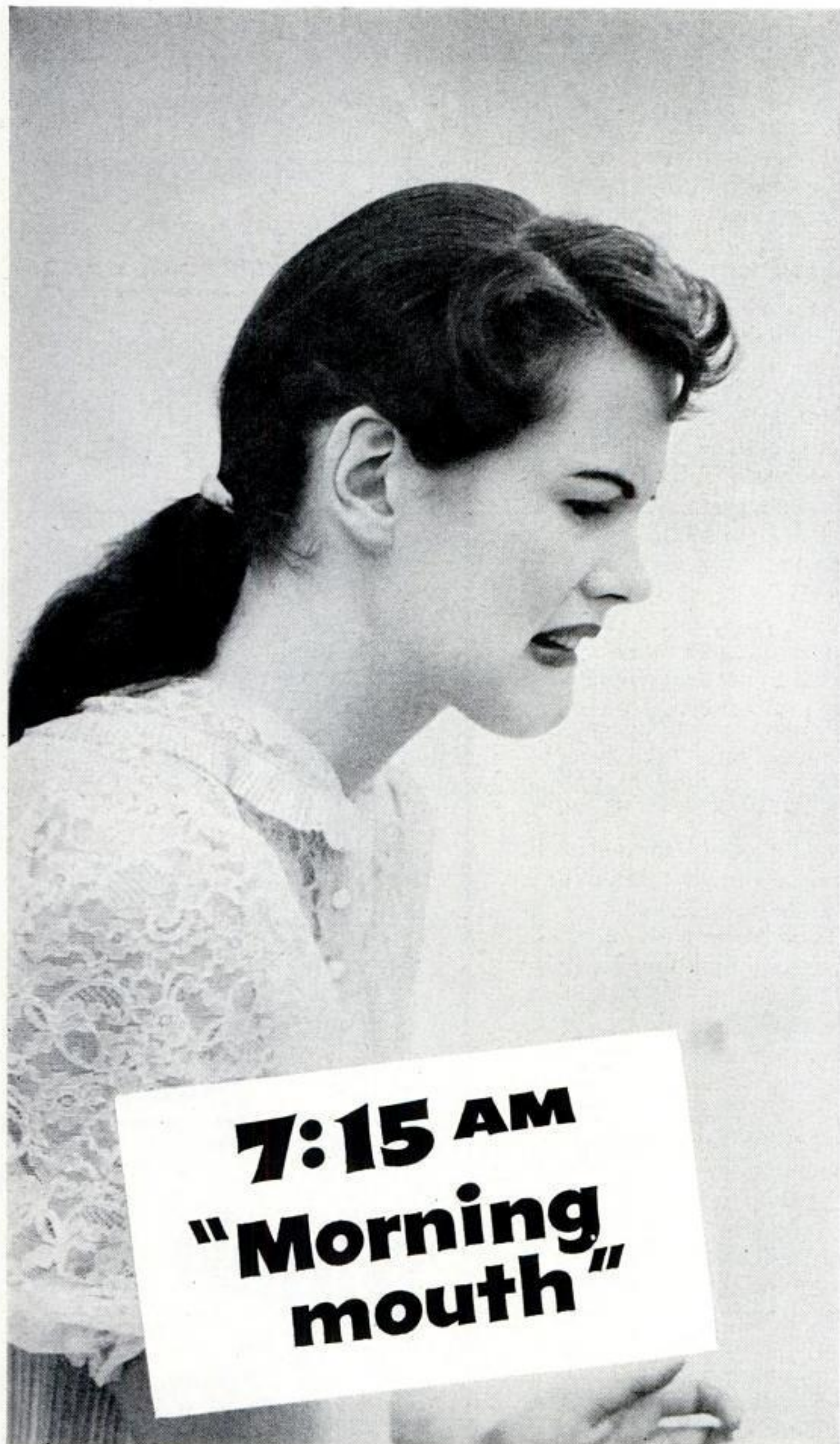
To avoid being stuck, a buyer does not need a Master of Arts degree. Zeke has had no formal education beyond high school—everything he knows about antiques he has picked up by reading, staring at thousands of photographs and at hundreds of originals in homes and museums, and by talking to other dealers and collectors. He estimates that it would take a novice only a couple of weeks of reading and two or three trips to a museum to acquire a working knowledge of the subject, although it would require a year of steady exposure to develop any real discrimination and taste. To become an authority a collector or dealer must study for many years, and none ever approaches infallibility.

A novice can be cruelly stuck in buying a foreign antique, a reproduction, a restoration or an outright fake. There are innumerable reproductions on the market. These are produced by good furniture-makers following classic patterns and fill an obvious need. But they should be moderately priced, and it should be clearly stated by the dealer and understood by the buyer that they are reproductions. If a piece is English, not American, that fact should also be clearly stated and understood. Of two similar, authentic pieces, one English and the other American, the American piece is likely in the long run to be more valuable.

The matter of restoration is a constant problem to collectors and dealers. Advanced collectors, who spend a great deal of money for antiques and thus create and support the market, like to obtain their pieces "in the rough," unrepaired and unfinished. Many will not buy an antique that has had one major piece of wood replaced or the old color or patina removed; others will buy such pieces only at a heavy discount. If a piece has been restored—and modern cabinetmakers can do it with incredible skill—the purchaser should know about it, and the price should be adjusted downward according to the amount of restoration.

There are a number of fakes adrift on the market, although not so many as most people suppose. In the next few years the number will doubtless increase. This is because, in the '20s, well-to-do individuals ordered copies of antiques to be made in quantity, not with the intent of swindling anyone but for use in their own homes. Now that the original owners of the copies are dying off, their estates are being sold. It is very difficult to detect a skillful

CONTINUED ON PAGE 100



7:15 AM
"Morning mouth"

That stale and furry taste is a sure sign of bad breath. But . . .

. . . and hours later, she still has the wonderful, clean, fresh feeling that Chlorodent toothpaste brings.

Two minutes after she gets up . . . no "morning mouth!" She has that clean, fresh Chlorodent feeling. And for hours afterwards, too. She knows from that clean taste that her breath is sweet and her whole mouth clean. Yes, and she discovered this the *first time she used Chlorodent*.

And what she found to be true, you will, too.

You see, Chlorodent is a unique chlorophyll

formula. First, it brings you the full, mouth-freshening benefits of wonder-working chlorophyll, which no white toothpaste offers you.

Brightens teeth best

What's more, Chlorodent contains *two patented cleaning ingredients which no other chlorophyll formula offers you*. One is an exclusive foam-type cleaner, that reaches every nook and cranny of your mouth. The other is a patented polishing agent that brightens your teeth better than any other toothpaste formula!

So, get CHLOR-O-DENT. Feel how fresh it



7:17 AM
That wonderful, clean, fresh Chlorodent feeling

Chlorodent toothpaste removes it instantly

leaves your mouth. Instantly. For hours. It will do just what we say—or we'll refund every cent you paid, plus postage. Lever Brothers Company, Lever House, New York 22, N. Y.

43¢ Tube Free of extra cost! So you can prove to yourself that Chlorodent stops "morning mouth" instantly, we offer you a large 43¢ tube free when you buy the giant 69¢ size. A wonderful chance for the whole family to try Chlorodent. Children love this new green toothpaste that tastes so good. This offer at most toilet goods counters now—for a limited time only!

**See how clean and fresh
your mouth feels with...**



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Contains water-soluble chlorophylls

FALSE TEETH OFTEN HAVE A CERTAIN ODOR!



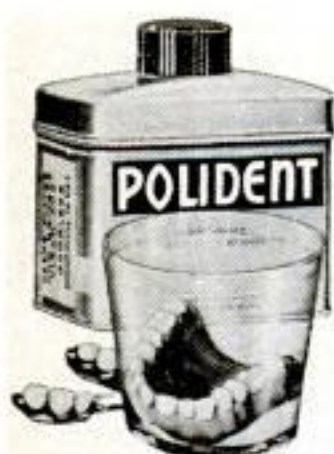
That's What Causes
**DENTURE
BREATH!**



**Keep Teeth Naturally White
and Free from Offensive Odor!**

● All too often, false teeth that haven't been properly cleaned give off a tell-tale odor known as Denture Breath.

Don't brush your dental plates. Don't use toothpaste or soap! Polident is guaranteed to be the safest, quickest, easiest way to keep plates naturally white, fresh and odor-free or your money back.



Polident is recommended by more dentists than any other denture cleanser in the world. Use Polident daily.

**A soak . . . a
rinse . . . a clean
fresh mouth!**

POLIDENT

World's Largest Selling Denture Cleanser

ZEKE THE SEEKER CONTINUED

fake, made of aged wood with antique tools. But the purchaser should, of course, know about it.

How?

"It would take me a couple of days to explain all the things you should look for," Zeke says. "The kind and width and color of the wood, and the way it's joined and the hardware and the finish. After that, you'd have to look at authentic pieces and fakes, English pieces and American, for a long time. The catch is, you don't have to know. You'll have a lot of fun learning, but in the beginning you don't have to."

Strangely, the amateur in an antique shop becomes a limp mass of diffidence. The housewife who gives a 12¢ head of lettuce a physical examination that would make Luther Burbank blush hesitates to inquire whether the table in question is made of oak, pine or shirt cardboard. Her husband, who puts a \$1 necktie through a series of tests that would do credit to a professional hangman, says and does nothing at all. "Look," Zeke says. "It's your money. You're going to give the dealer \$10 or \$1,000. Ask him. Look him in the eye and ask him some questions (see box) about it. He'll give you straight answers. He's got to."

"I don't get stuck with reproductions or fakes, unless I'm up in a dark attic and buy something in a hurry," Zeke says. "When I go in the bag, I make errors of judgment. I may overestimate the market value of a piece, or talk myself into believing something I want to believe."

Six other Benedict Arnolds

NOT long ago Zeke bought near Norwich an old powder horn, crudely carved, with the inscription, "Benedict Arnold, his horn." An amateur might have rejected the horn immediately on the ground that it obviously was too good to be true, but Zeke possessed an odd fragment of knowledge that undid him. He knew that Benedict Arnold had been born in Norwich and had lived, there for some years. Consequently he paid \$125 for the horn, hoping to get \$150 from a collector. But when he had the horn appraised by experts he was told that not one but a half dozen men named Benedict Arnold had lived in Norwich during the 18th Century, although after 1780 the name became abruptly unpopular. Furthermore, the important Arnold was fairly well-off, and would scarcely have owned a horn so poorly made. Zeke still has the horn, and will have to sell a lot of crockery to get back his \$125.

Although he is an exceptionally happy businessman, Zeke is not a rich one. He loves antiques but cannot afford to own them. The only good pieces he has in his home are a Governor Winthrop desk, considerably repaired, and a collection of six children's chairs. "My kids give them an awful beating," he says, "but they can take it. That's another weird idea about antiques—you're always running into somebody who says, 'What good are they if you can't sit on them?' A chair that has been around for 200 years is tough, and it's not going to fall apart tomorrow. If you've got an old piece that's weak, reglue it. That doesn't hurt the value, and it'll be good for another 200 years."

Zeke derives his greatest pleasure not from making a good sale, but from locating an object and buying it. A few hours after he has made the purchase, while the object is figuratively still warm, he will sell it with no regret whatever. "I'm like that guy who marries all those women," he says. "It's the chase that gets him. After that—well, what the hell?" In his time he has bought some remarkably fine pieces, and has momentarily possessed all of the standard major items except, of course, a lowboy. Two weeks ago, indeed, he was convinced for an hour that he had at last found even that. "A little picker called me up, described the thing and told me exactly what house it was in," he says. "I drove over there on two wheels all the way, but when I saw it—clunk. Only the bottom of a highboy."

Highboys, which stand as much as seven or eight feet tall, were made to come apart in the middle. The upper half alone resembles a chest or bureau with several drawers. The lower half looks considerably like a lowboy although an expert can tell the difference instantly. "In the old days, families would leave one half of a highboy to one child, and the other half to another. Now it's difficult to find a highboy with truly mated halves. If you ever buy one, be sure it isn't a composite. There's a hell of a difference in value."

Despite his frequent and vast disappointments, Zeke occasionally hits a minor jackpot. At a country auction not long ago he bought a bushel basket full of old kitchen utensils for \$2.50 and, after taking it home, was amazed to find in it the top of a silver sugarbowl bearing the hallmark of Myer Myers, a great American

CONTINUED ON PAGE 102

**SAVORY
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QUICK!**

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*Yes, and
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*Get that grand
new RC feeling!*



*Always
2 full glasses
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Save! Buy RC... buy the carton!





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... Bacardi, world's largest selling rum, is low in calories. The famous Bacardi Cuba Libre, for instance, contains only 127 calories.

No claim is made or implied that a drink should be substituted for food or that Bacardi will help you reduce. Everyone knows there is caloric energy in all alcoholic beverages.

Bacardi, though, contains less calories than you think.

You drink for pleasure, of course. And as you enjoy Bacardi, you'll get extra pleasure in the knowledge that Bacardi is low in calories.

Make this famous **LOW CALORIE** BACARDI Cuba Libre in one easy minute

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3. Stir and serve.

So good—only 127 calories.

Computations compiled from standard caloric tables.

BACARDI

Drink low calorie **BACARDI**
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595 MADISON AVENUE, N.Y. • RUM... 86 PROOF

ZEKE THE SEEKER CONTINUED

silversmith (1723-1795). He rummaged through the basket, found the lower half of the bowl and sold the complete piece for \$225. The largest single purchase of his career, and the most unexpected, was made late last month in a house in northeastern Connecticut where he had gone to buy some bric-a-brac.

Having bought \$150 worth of glassware and plates and a big majolica tray from the old lady, Zeke was seated in her parlor making out his check. It was not a room where one would expect to find a classic antique—much of the furniture was late Victorian. But suddenly Zeke's eye was caught by something in the corner of the room and he stiffened as though stabbed.

"That—um—chair," he said. "Where did you get it?"

"It's a nice old chair, isn't it?" said the old lady. "My mother found it on a trash heap. She was driving along a road, saw it, stopped and tried to buy it. The people told her to take it away—they were only going to chop it up for firewood."

Zeke gulped in relief. Very often when he makes a major purchase he is obliged to buy a good deal of family history and sentiment along with the furniture. He must pay cash for the sentiment, which has no value whatever once the furniture reaches his shop. "Would you care to sell it?" he said.

"No, I don't think so."

Zeke stared at the chair. More than three-quarters of a wing-chair is covered by upholstery; only the lower parts of the legs and the stretchers are visible. He was fully 10 feet from the chair. His judgment was based solely on what he could see of the wood from that distance. "Suppose," he said, "suppose I made you an offer you couldn't refuse?"

"Well," said the old lady. "Make an offer."

Zeke gulped again. "Madam, I will give you one thousand two hundred and fifty dollars for that chair, just as it stands."

There was silence for some time. "It's an awfully nice day," said the old lady. "We need rain, of course." She glanced out the window, thinking, and perhaps waiting for Zeke, who had obviously lost his mind, to raise the offer.

Zeke said nothing.

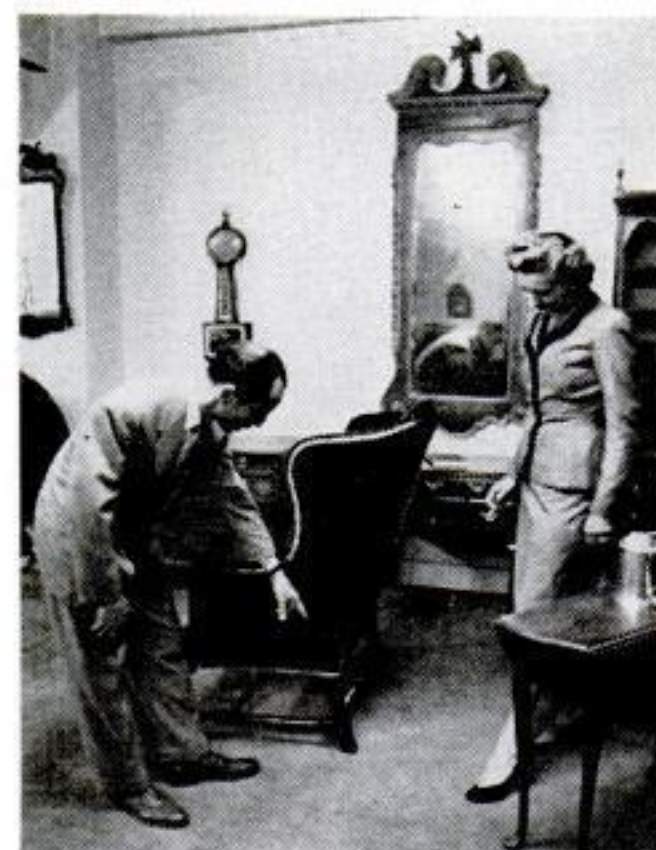
"All right," said the old lady at length. "Take the chair."

Zeke loaded the chair into his car and drove back to his shop. There he made a long-distance call to Israel Sack, the grandfather of American antique dealers, in New York. Sack has furnished the American wings of several museums, has sold perhaps \$30 million worth of antiques in his time and has been chief agent in building many great private collections. The old man was not in his shop. His son Albert answered the phone.

"Albert!" Zeke shouted. "Albert, I've got a wingchair!" He described the piece in detail ("Queen Anne... about 1750... wonderful lines..."), interrupted every few moments by a sharp question from Albert. Within 60 seconds Albert offered \$1,500 for the chair, sight unseen. Zeke took the offer.

Within three days the Sacks sold the wingchair to Mrs. Carlos A. Hepp of Englewood, N.J., an advanced collector. The price was \$2,000. As good wingchairs go, this was a bargain.

"Something like that happens once a year," Zeke says. "Maybe once in two years. Most of the time I come back to the shop at night and my father says, 'What did you buy?' and all I've got is an old brass cuspidor. That's the antique business."



\$2,000 SALE involves Dealer Albert Sack, Zeke's old chair and final purchaser, Mrs. Carlos Hepp. Similar chairs have brought up to \$3,500.

NAKED WINGCHAIR (below), to be reupholstered by collector, has graceful curves and is so skillfully joined it will last another 200 years.



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Very first use of soothing cooling, liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for D.D.D. PRESCRIPTION.

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LIFE'S PICTURE HISTORY
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CAT FLEA POWDER
ANOTHER COOPER PRODUCT

HOW TO BEAT THE HEAT!

The way to beat the heat that makes your feet burn, sting, tire, throb and steam—is to dust them every day with Dr. Scholl's Foot Powder. This scientifically compounded Powder of Dr. Scholl's soothes, refreshes your feet... eases new or tight shoes. Helps prevent Athlete's Foot infection. By all means get Dr. Scholl's Foot Powder today!

Which of these jobs need doing around your home?



CHECKLIST FOR JOBS **SHE** WANTS DONE



☐ Dress up your kitchen with new cabinets and shelves. Fir plywood makes it easy—even for amateurs.



☐ Make this smart patio set in a single weekend with work-speeding panels of Exterior fir plywood.



☐ Build smart, modern furniture with fir plywood. Your dealer has new small-size handy panels.



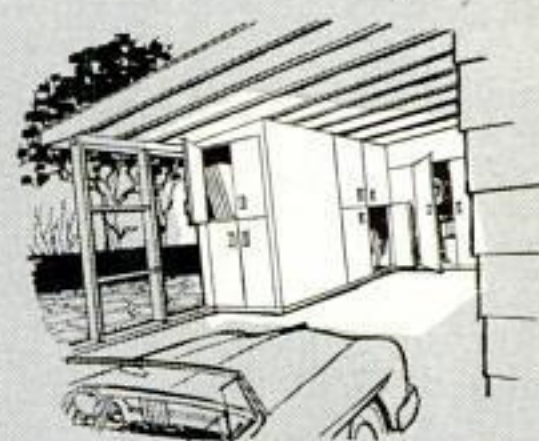
☐ Low-cost fir plywood built-ins give you neat, compact storage... plus far more usable floor space.



CHECKLIST FOR JOBS **HE** WANTS DONE



☐ Adding a room? Plywood makes the job quick, easy. Use it for siding, sheathing, subfloors, built-ins.



☐ No garage? Here's an attractive carport you can build yourself with light, strong Exterior plywood.



☐ Remodeling? Fir plywood goes up fast... gives you the luxury of real wood paneling at low cost.



☐ End backyard clutter with this useful outdoor storage wall. Build it with durable Exterior fir plywood.

TAKE IT FROM YOUR LUMBER DEALER—

The weather's right...The price is right!

NOW'S THE TIME TO

DO IT YOURSELF

with FIR PLYWOOD!

SUMMERTIME is fix-up time—time to start that building job you've planned. Whether it's a simple bookshelf or a complete remodeling job...a patio fence or a built-in...easy-to-use fir plywood will save you time, trouble and money. Your lumber dealer has helpful plans and idea booklets for scores of building and remodeling jobs you can do with these large, light, strong, real wood panels. See him today! And start this very weekend...with today's best buy in building materials...practical, versatile, low-cost fir plywood.

BE SURE! ASK FOR DFPA QUALITY-TESTED FIR PLYWOOD



©Douglas Fir Plywood Assn., Tacoma 2, Wash.

Get started this weekend—See your lumber dealer today! He has **NEW PLANS** for you



MEASURING A CURVE thrown by Pitcher Ken Raffensberger, camera looks down from 50 feet

above home plate. Ball has a wobbly path because it has been painted half black. Gray markers are 10

feet apart. Curvature is indicated in diagram at bottom. Solid line is path of ball; dotted line is straight,

CAMERA AND SCIENCE SETTLE THE OLD RHUBARB

A dozen years ago great outcries rose from fans and players alike when Photographer Gjon Mili took and LIFE published pictures (LIFE, Sept. 15, 1941) which indicated that a curve ball really did not curve. Mili's pictures failed, said LIFE, "to show the existence of a curve," and raised "the possibility that this standby of baseball is after all only an optical illusion." And, concluded LIFE, there is no evidence that a pitcher can make a ball break.

In the years since, many baseball fans, scientists and journalists have tried to prove or

disprove the existence of the curve ball. And in those years the technique of high-speed photography and wind-tunnel testing has improved. Also in the intervening years baseball has acquired a vast new television audience subject to strange new electronic illusions. To clear up doubts which LIFE had expressed in its first story, Gjon Mili was assigned to make new, more precise tests.

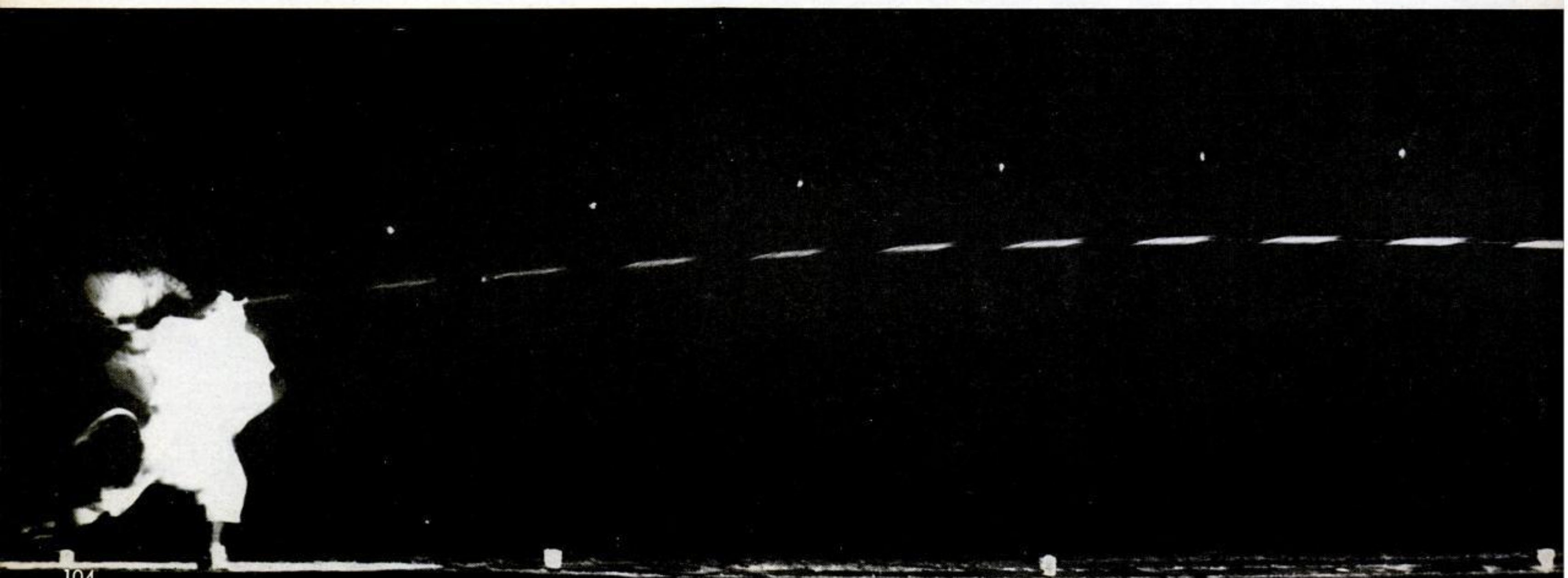
Mili's evidence was gathered at night with the help of Cincinnati's Ken Raffensberger who threw a ball painted half black (*right*).

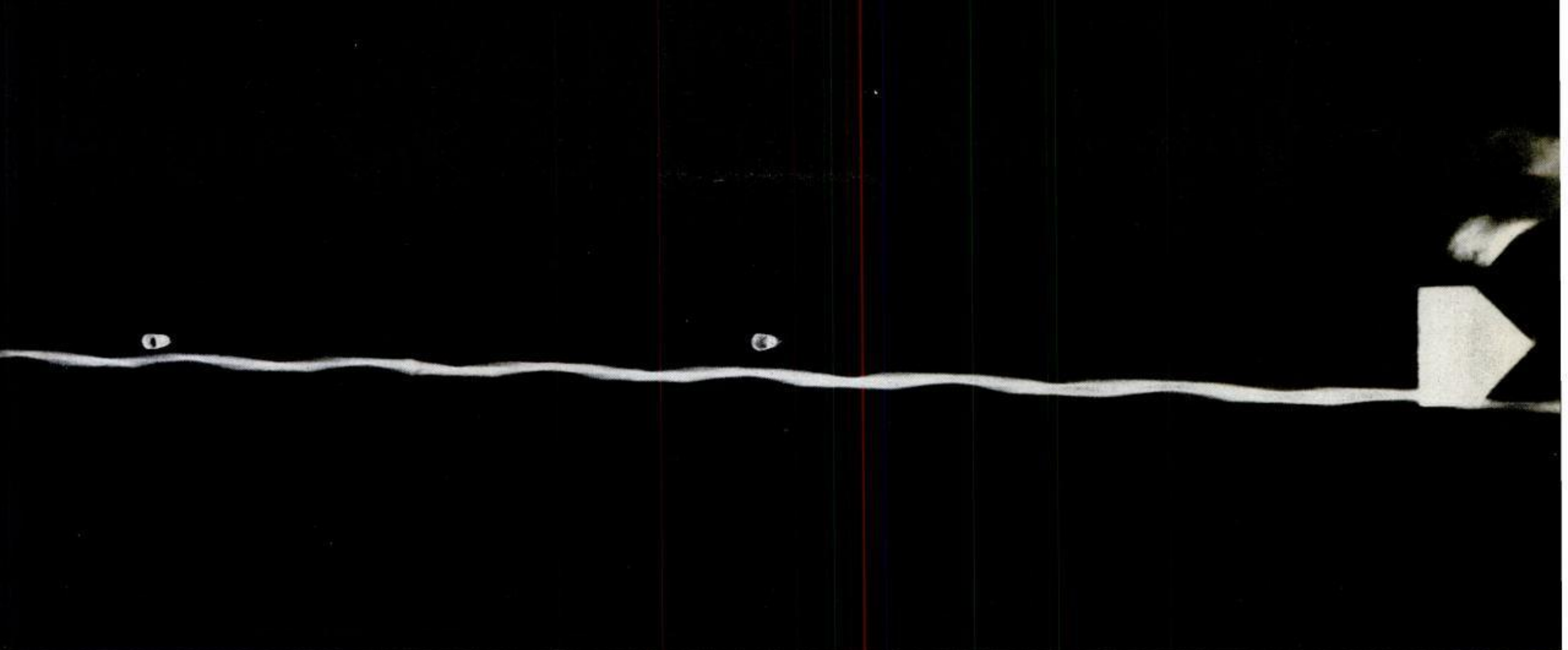
Three cameras with open shutters traced the flight of the ball as it was thrown down a narrow beam of light. One camera recorded the pitch from a point 50 feet above home plate. Another camera, taking a side view of the same pitch (*below*), revealed how many times the ball rotated. To determine how long it took the ball to reach the plate another picture was taken from the same position, with Raffensberger throwing in complete darkness. Stroboscopic lights repeatedly picked up images of the ball during its flight to compute the speed.

MEASURING SPIN AND SPEED of curve is done with two photographs here superimposed. The

broken arc shows that ball, which was half black and half white, made 21 spins before reaching plate.

Each break in line represents one complete turn. Smaller dots above arc, superimposed, show images





joins beginning and end of curve's arc. Widest variance is in mid-flight, 25 feet from plate, where it

measures 6 inches. There is no sudden swerve in last 10 feet where curve balls are supposed to "break."

ABOUT BASEBALL'S CURVE BALL

Mili's film revealed some surprising, new, scientific facts: a curve ball—on the basis of balls thrown by Raffensberger and several other pitchers—spins at 1,400 revolutions per minute, a far greater rate than anybody thought possible, and almost as fast as a household electric fan. But its speed was surprisingly slow. Although a fast ball has been known to travel 98 mph, a curve moves at only 43 mph.

At this point in the experiment Photographer Mili's work was finished. He turned his data over to Joseph Bicknell, associate profes-

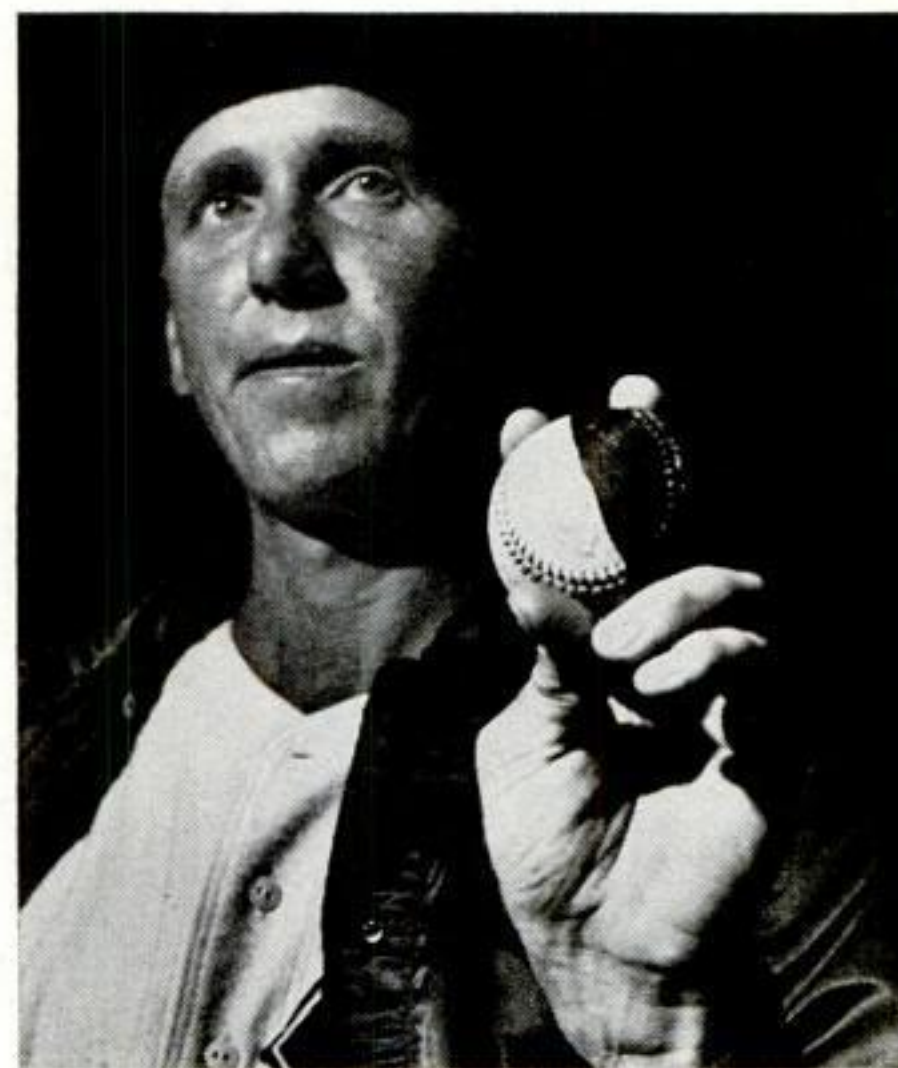
sor of aeronautical engineering at M.I.T., who took it into his laboratory. A ball was placed in a wind tunnel, revolved at 1,400 rpm on a rig (*next page*) and was subjected to a 43-mph wind. Bicknell's computations, based on the value of the side thrust, the speed, the number of spins and the weight of the ball, combined with Mili's photographic evidence, give the latest facts in the great rhubarb.

Yes, a curve ball does curve, but in a gentle arc.

No, a curve ball does not "break."

of ball caught every $\frac{1}{16}$ of a second by rapid-firing strobe lights. Because of pitcher's forward stride,

the ball traveled about four feet less than the full 60 feet 6 inches, and took $\frac{3}{8}$ of a second to do it.



RAFFENSBERGER GRIPS BALL PAINTED FOR TEST



"I drink all the coffee I want..."



"I get all the sleep I need!"



**DON'T STOP DRINKING COFFEE...
JUST STOP DRINKING CAFFEIN!**

MILLIONS of coffee-lovers now drink all the rich, delicious coffee they please, morning, noon and night . . . and *sleep better, feel better!*

They've switched to New Extra-Rich Sanka Coffee. It's caffeine-free—will *not* make you tense, tired, sleepless. And it gives you all the fragrant, flavorful goodness of fine coffee because only the tasteless, odorless caffeine is removed.

Be wise. *Taste* New Extra-Rich Sanka

Coffee. And don't be surprised if you like it *better* than the coffee you've been drinking!

Products of General Foods

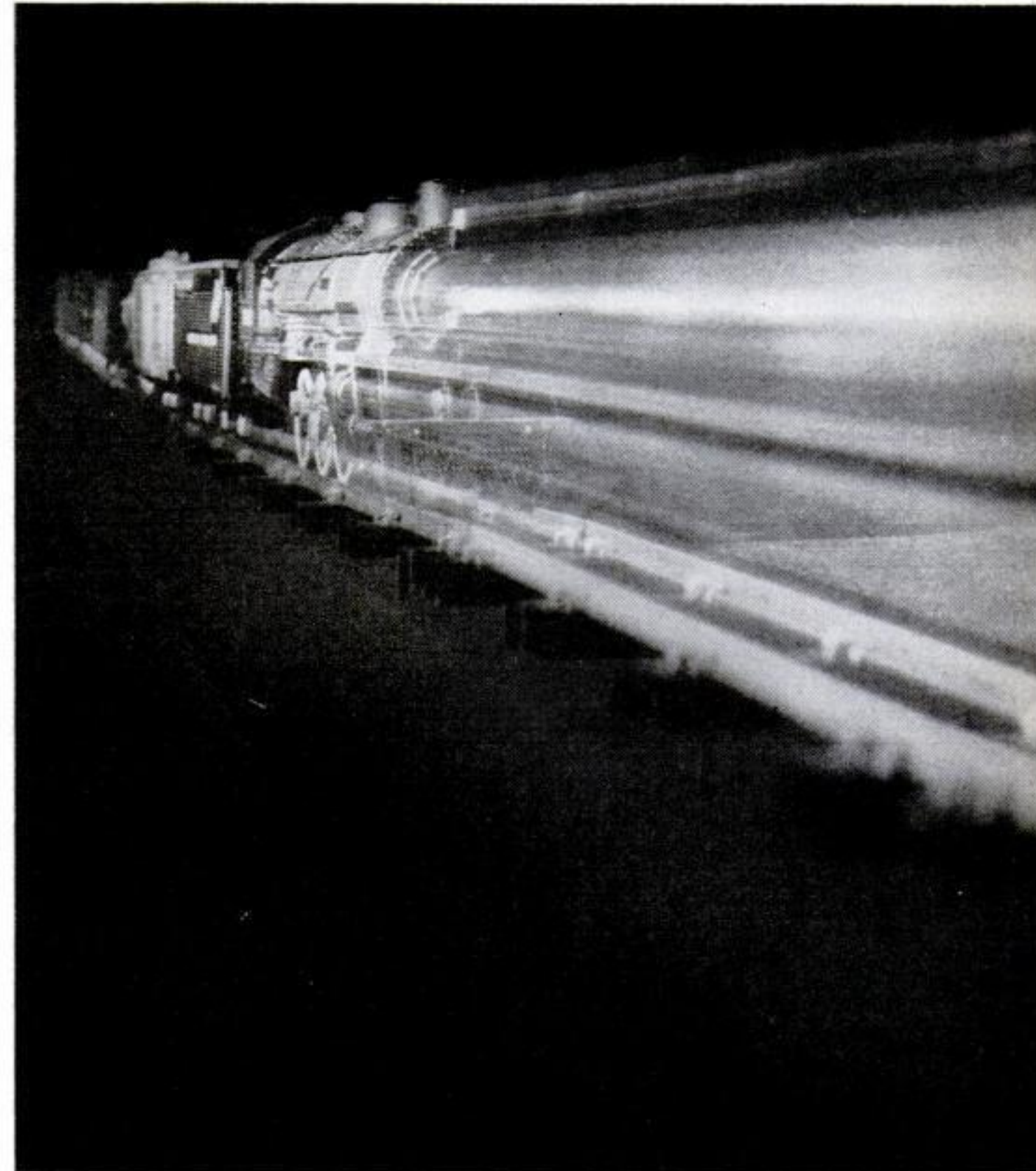


**DELICIOUS IN EITHER
INSTANT OR REGULAR FORM**

**New
Extra-Rich SANKA COFFEE**

It's delicious! It's 97% caffeine-free! It lets you sleep!

Curve Ball CONTINUED



ONRUSHING TRAIN, a model shown in multiple exposure, illustrates point that speed is magnified as object comes nearer and seems to "break."

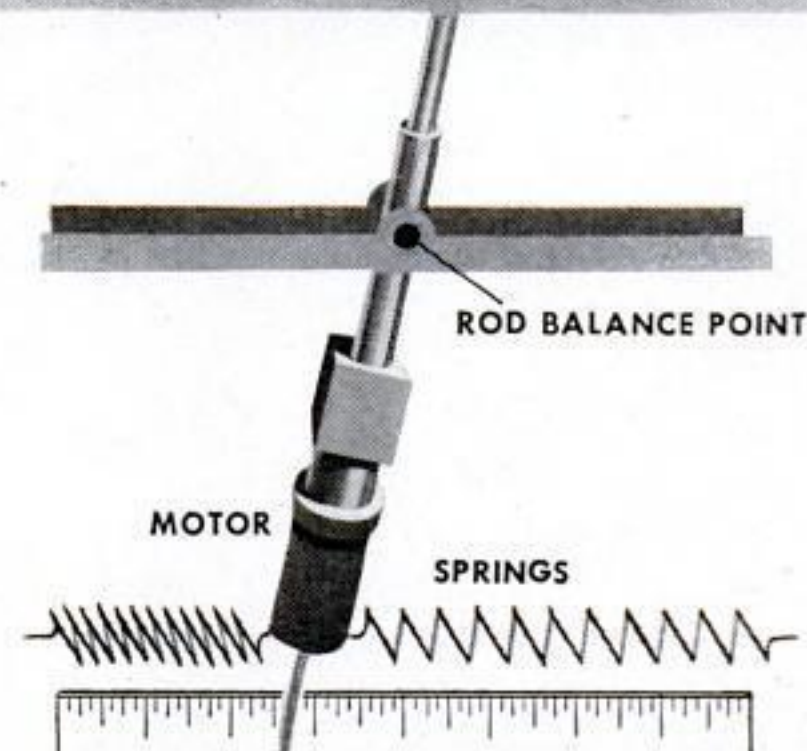
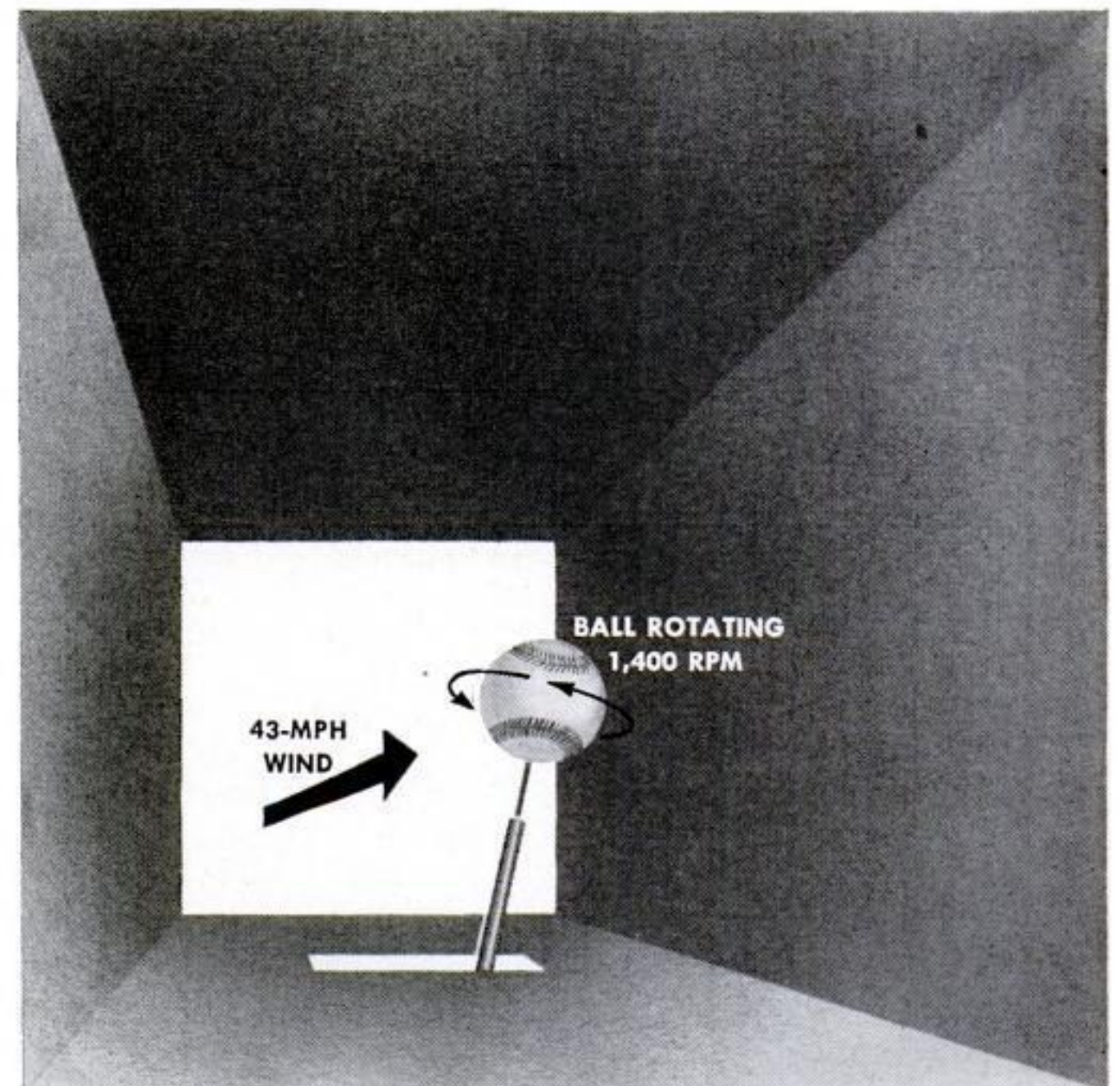
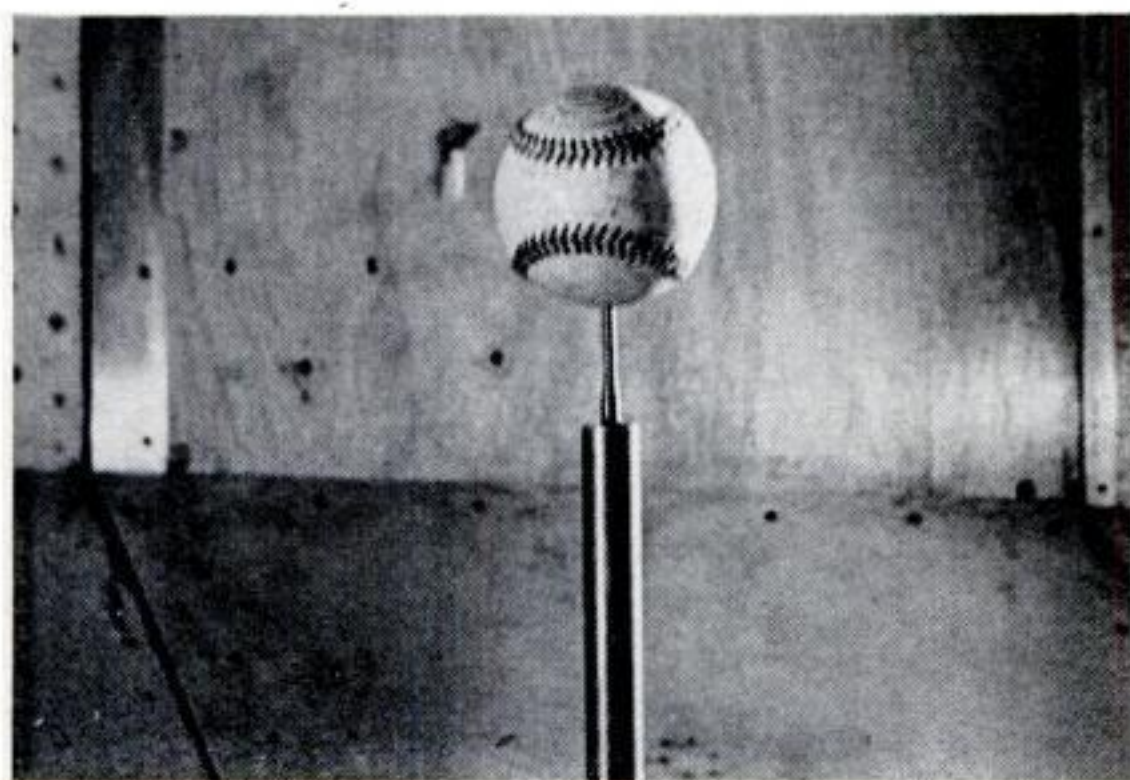


DIAGRAM OF RIG in wind tunnel shows rod being thrust to right by wind and spin. Tension of springs at bottom is used to compute amount of "curve."

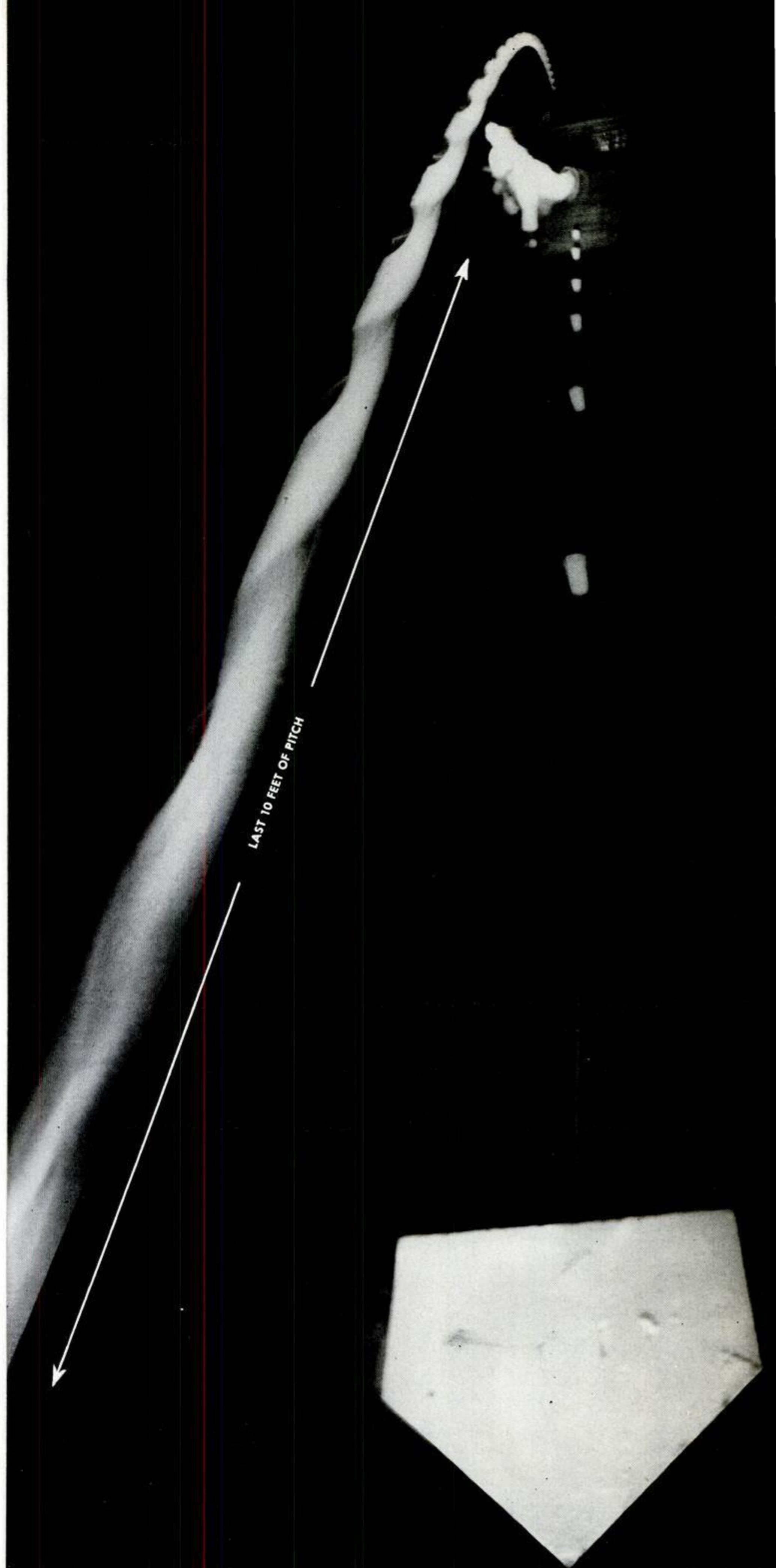


WHAT LOOKS LIKE 'BREAK' IS ACTUALLY AN ILLUSION

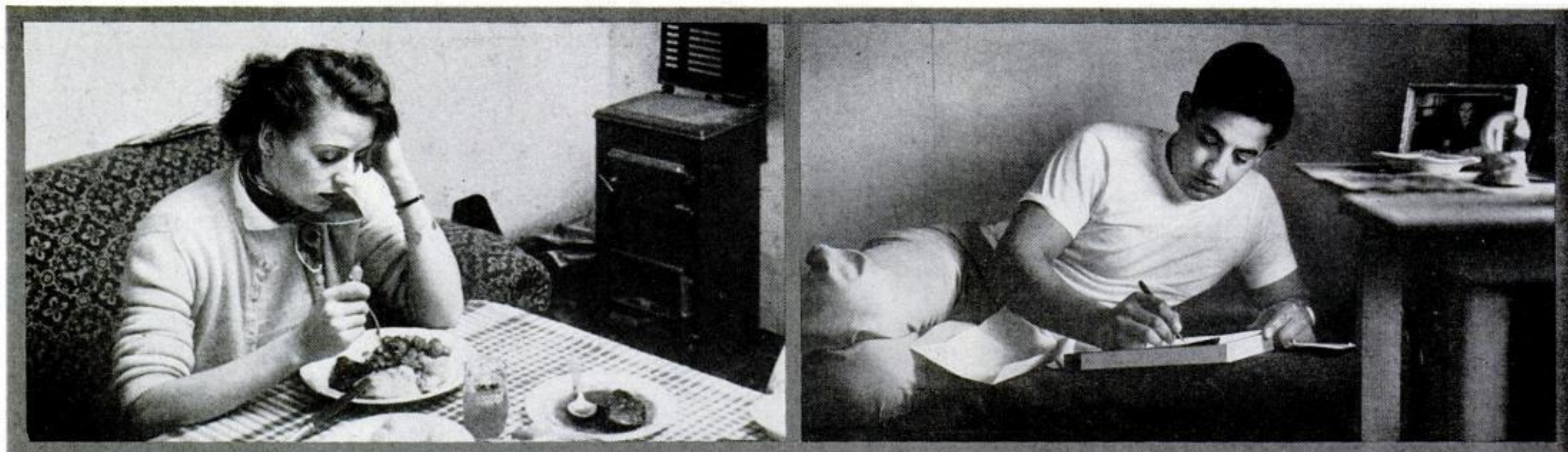
The illusion of the "break" on a curve can be explained by the photograph above. A railroad train seems to go faster and faster as it gets nearer a watcher until finally it appears to "break" to the side with a great whoosh (*above*) and whip by, causing the onlooker to duck—although the train's course and speed is constant. A batter is subjected to the same visual magnification as he watches a ball speed toward him. Because his eye has difficulty refocusing rapidly enough on ball's path in the last few feet, the ball seems to travel far faster than it did at first. Although the curve of the ball is virtually constant, it seems concentrated in the last 10 feet, causing the batter to think curve occurs at the very end in a sharp break. Re-creating as nearly as possible Raffensberger's pitch in a wind tunnel with an ingenious gadget (*left*), Bicknell demonstrated that the ball was thrust sideways approximately six inches.



IMPALED BASEBALL sits on top of rod in wind tunnel. It was spun on a horizontal plane to get the maximum curvature.



UMPIRE'S EYE VIEW of curve ball shows how the last 10 feet of the ball's trajectory is magnified, thus giving the batter the impression of a belated break.



LAST FEBRUARY LIFE SHOWED ANNE URABAZO EATING LONELY LUNCH IN FRANKFURT FLAT AS RAY, 6,000 MILES OFF, WROTE LETTERS OF ENCOURAGEMENT



THE SERGEANT GETS HIS BELGIAN BRIDE

The Urabazos are reunited in U.S.

When the MATS C-47 froze to a stop at Andrews Air Force Base near Washington early this month, an excited Air Force sergeant rushed up the ramp and swept into his arms the pretty young woman and snaggly-toothed youngster who emerged from it. After soundly kissing the woman (*left*) he said to the child, "Nicole, where are your teeth?" Sgt. Ray Urabazo was claiming his Belgian wife and 6-year-old adopted daughter after a painful 18-month separation caused by an immigration technicality (*LIFE*, Feb. 23).

Sergeant Urabazo married Anne in Germany in 1951 and two weeks later was transferred to the U.S. But his wife was barred because of a "criminal" record: she had served three years in a Nazi prison for defacing a picture of Hitler and for forging a ration card to feed Allied war prisoners. Appeals to top officials got nowhere, but Urabazo finally enlisted the help of his senator, Kerr of Oklahoma, who cut the red tape.

As a first thing for Anne in the U.S. the reunited Urabazos had lunch with Senator Kerr, then were off to California and Mather Air Force Base where the sergeant is stationed.

GREETING FAMILY Urabazo holds them tight. Daughter clutches books she read on 24-hour trip.

CONTINUED ON PAGE 111

NOW SERVEL OFFERS YOU A CHOICE OF

GAS OR ELECTRIC!

—and with the world's only

AUTOMATIC ICE-CUBE CONVENIENCE!

Makes ice cubes without using trays—
and puts 'em in a basket for you!



NO MESSY TRAYS!

STARTS ITSELF!

REFILLS ITSELF!

STOPS ITSELF!

Continuous supply! You take cubes out—Serval keeps refilling basket night and day—automatically!

Just pick 'em out! Cubes are loose! No trays to fill or spill! No trays to empty—or forget to refill!

Dry super-cubes! Big, supercold Ice-Circles—last longer!

Won't stick together!—even during automatic defrosting!

Plenty for parties! Fills basket after basket—as long as you need cubes!

Serval models from 6 to 11½
cu. ft.—priced as low as

\$219⁹⁵

IT'S 3 GREAT APPLIANCES IN 1

Only Serval gives you a completely Self-Defrosting Refrigerator—plus a big 80-lb. Freezer—plus the sensational Automatic Ice-Maker! What's more, you get roomy Door Shelves...Butter Keeper...Step-Saver Handle...Cheese Chest...the longest Warranty you'll find! See your Serval Dealer today!

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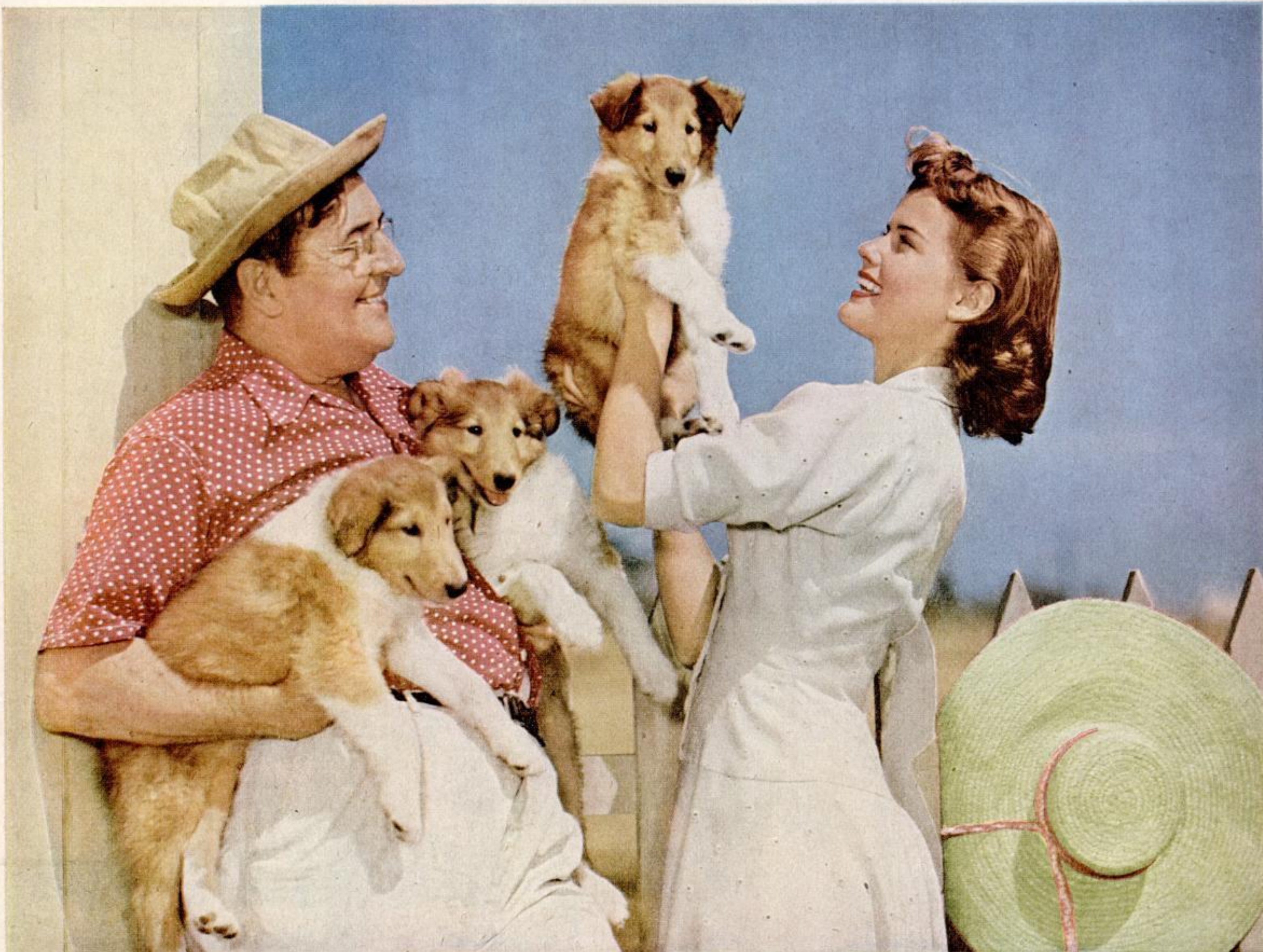
**AUTOMATIC ICE-MAKER
REFRIGERATORS**

GAS or ELECTRIC

ONLY SERVEL
OFFERS A CHOICE OF **GAS**
OR **ELECTRIC**
Either with or without
the automatic ice-cube feature

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SERVEL—THE NAME TO WATCH FOR GREAT ADVANCES IN REFRIGERATION AND AIR CONDITIONING! Serval Inc. Evansville 20, Indiana • In Canada, Serval (Canada) Ltd., 548 King St. W., Toronto, Ontario



You'll get *better color pictures* with *today's* **ANSCO COLOR FILM!**



Inexpensive
wallet-size
AnSCO Printon
color print.

Compare your results with today's Ansco Color with any other color pictures you've ever taken! You'll see for yourself that the *blues* in Ansco Color skies and water have real-life pastel tones . . . that Ansco Color *greens* give foliage a natural, *living* quality . . . that the *reds* and flesh tones have a softer, life-like look! Yes, with Ansco Color, every foot of movies you take, and every snapshot, *comes alive* with nature's own true colors! So be *sure* to ask for *Ansco Color Film* at your dealer!

P. S. Ansco Color is a quality color film, for use only in cameras having f6.3 or faster lenses. ANSCO, Binghamton, N. Y. A Div. of General Aniline & Film Corp. "From Research to Reality"

Enter the New ANSCO COLOR Contest!
\$12,000 in Prizes!

Entry Blanks with Contest Rules at Photo Dealers Everywhere!

HERE'S WHAT YOU GET with Ansco Color Film in "still" cameras: Ansco Color Film gives you sparkling *positive* transparencies that let you see the natural color clearly, brilliantly—just as your camera caught it! Ideal for hand viewing, or for screen-size projection.

OR . . . from these transparencies, you can get Printon color prints from your local dealer. His prompt service from one of 41 Ansco authorized finishing plants also includes *big* natural color enlargements—up to 11x14 inches!

For "Stills": 120, 620, and 828 rolls, standard 35mm magazines, sheet film.

For Movies: 8 and 16mm magazines, 50 and 100 foot 16mm rolls.



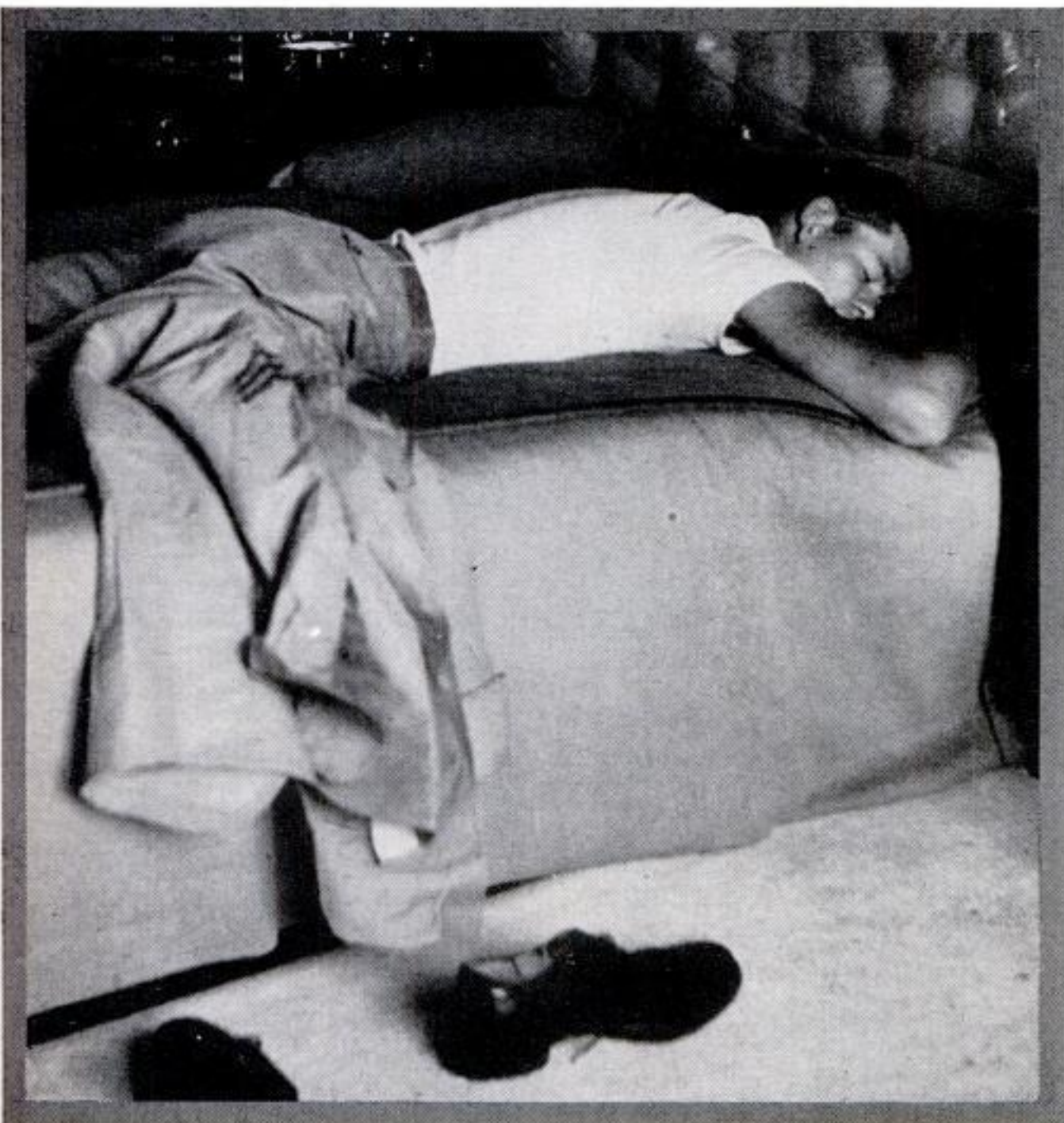


BEFORE HER WEDDING Pat puts on bridal garter. She has known groom ever since she was 13 years old.

SERGEANT DOES NOT GET GIRL

Last fall (LIFE, Sept. 15) the romantic story of Marine Sergeant Hugh Kidd and 20-year-old Patricia Hayes was started from newspaper headlines and thrown across the TV screens. Trying to win his lady on his last stateside leave, the sergeant missed connections on an 800-mile trip from North Carolina to Boston. Newspapers and television networks clamored to the rescue, arranged a meeting and shot every smile and sigh of it. Squinting in the spotlight, Pat headed for cover. Hugh headed for Korea.

Then, a few days ago, reporters learned that Pat Hayes was going to be married. But it was not what the scripts conventionally call for. Instead of Sergeant Kidd, Miss Hayes was marrying a childhood sweetheart, Michael Hourican, an ex-Army corporal. Last week, at a Bronx church, with only a family photographer invited to pop away at the wedding proceedings, a Pat and Mike story was happily ended.



DURING HIS PURSUIT of Pat last fall, Kidd rested in hideaway apartment provided by a television network to keep newspapermen away and give it an exclusive story. Pat liked Kidd but called the romance "one-sided." When she got married he was in Korea and could not be reached for comment.

Don't risk ROAD RAVAGE* when
**HOT SUN PUTS YOUR CAR
IN THE OVEN!**



Simoniz® protects and beautifies up to 6 months and longer

New speedy method, developed by experts, now makes SIMONIZING easier. Actually takes only a few hours per year.

"Thin-Skin" liquid car waxes just can't protect your car's finish from summer sun. They contain so little *real* wax they can't resist the gritty action of traffic film and dirt. They fail to protect against scorching sun that makes fading, chalking possible.

Only durable SIMONIZ stops Road Ravage. Seals out* dust, dirt, traffic film, road scum. And SIMONIZ gives a rich lustre that outshines any wax or polish!

So don't waste time and money on "Thin-Skin" liquids. Protect your car up to 6 months with SIMONIZ. Thousands find they can now SIMONIZ their cars in less than 2 hours. For complete protection all Summer—SIMONIZ today!



IMPORTANT! No matter what wax you use, it is essential to clean your car first. For best results use Simoniz Liquid Kleener. Faster! Cleans better. Makes SIMONIZING far easier!

MOTORISTS WISE SIMONIZ!

Why "Thin Skin" liquid
waxes can't stop
ROAD RAVAGE



In a whole container of liquid car wax there is less than a spoonful of *real* wax—the rest is just liquid. No wonder they fail to give lasting protection and lustre! But Simoniz is *not* a liquid. Every can contains 100% tough, durable Simoniz. That's why it lasts so long—protects up to 6 months.



Copyright 1953 by Simoniz Company



ON THE LOOKOUT, mother and a neighbor watch (left) for Loretta. As she appears, they hurry to warn the guests.



Life Goes to a Surprise Party for Loretta

SHE IS CAUGHT OFF-GUARD IN OWN BACKYARD

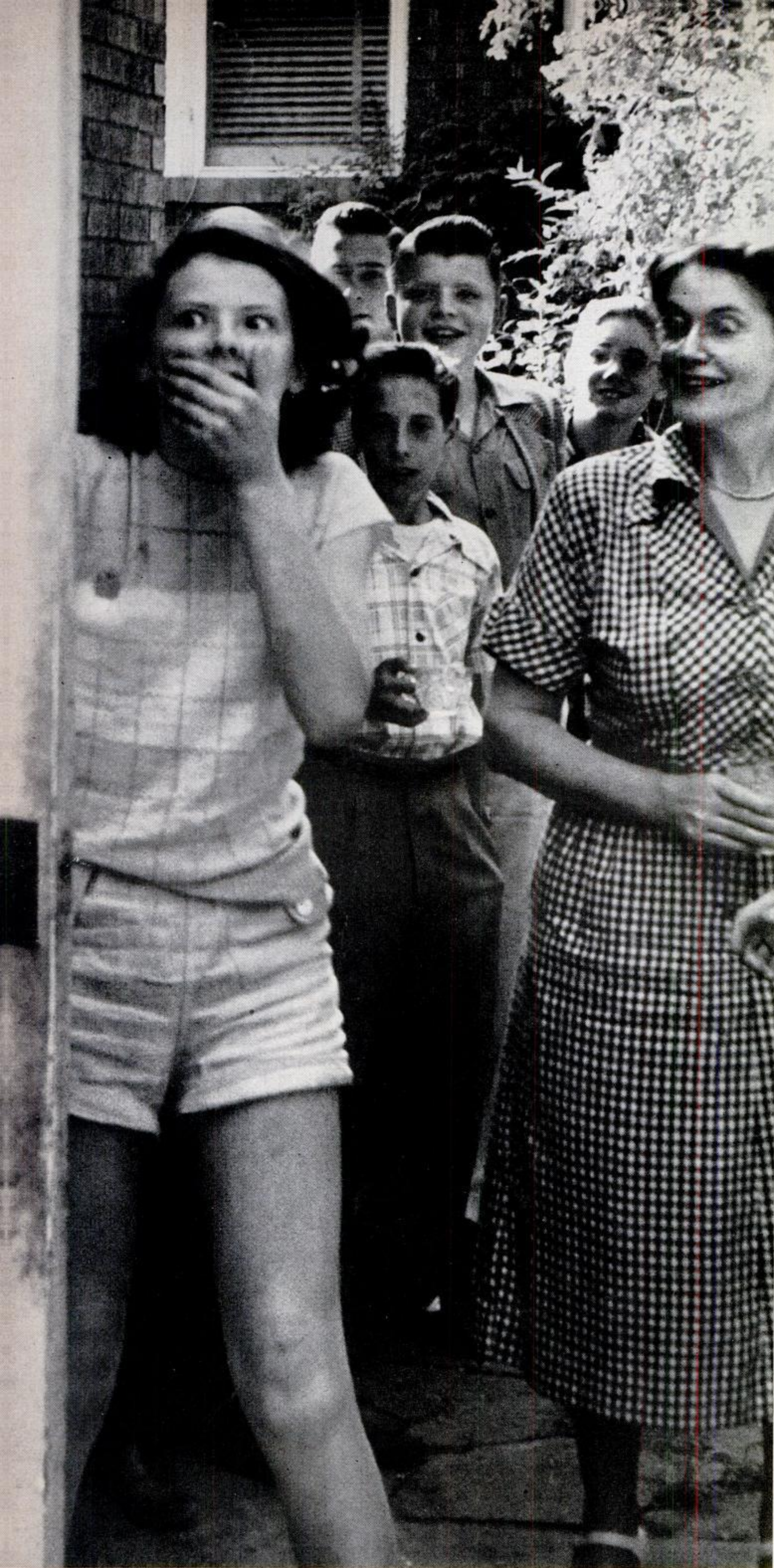
Arranging a surprise party for their daughter Loretta, 13, was complicated for Mr. and Mrs. George Pechtl of Wilmette, Ill. They run a bakery, are busy all day and have to let Loretta do most of the housework. One Saturday Mrs. Pechtl told Loretta that guests were coming the next day, so Loretta cleaned the house and peeled a lot of potatoes for potato salad. She stopped by the bakery and admired a big, fancy cake which her mother quickly said was for a customer—relieved that she had not yet lettered on "Congratulations to Loretta and classmates." On Sunday her father drove Loretta home from the beach, let her out in front and told her to hurry to the backyard where dinner was waiting. Loretta ambled

through the house and as she opened the back door 30 of her eighth-grade classmates jumped up with wild shouts of "Surprise!" Loretta staggered, then gasped (right), then giggled and dashed madly into the house to change her clothes.

It looked as if the party might not recover from this first excitement. The girls went their way, the boys theirs. Finally the boys became bold enough to make approaches and Loretta became bold enough to talk to the baseball star. It was growing dark when the guests departed, and as Loretta considered the seven dozen hot dogs they had eaten, the punch bowl that had been refilled six times, the trampled lawn and her own happy weariness, she knew her party had been a success.



← RUNNING TO HIDE, the guests scramble as Loretta enters house through front door.

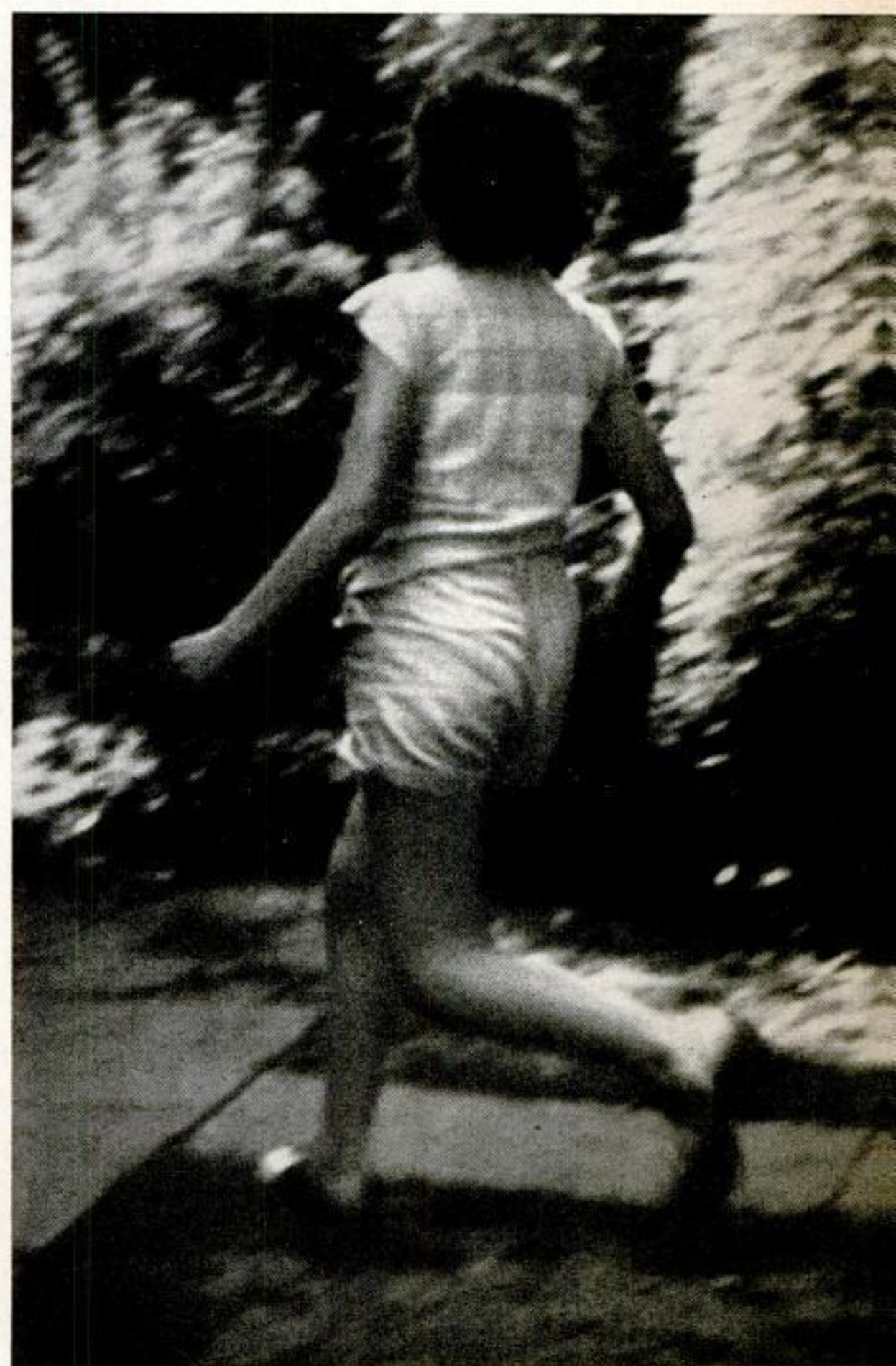


"SURPRISE! SURPRISE!" come the shouts—and Loretta sure is. She staggers as she comes out

back and sees her party-dressed friends. "Look at me," she cries. "How could you do this to me?"



SAGGING, Loretta smiles weakly at assembled guests as her mother beams at success of surprise.



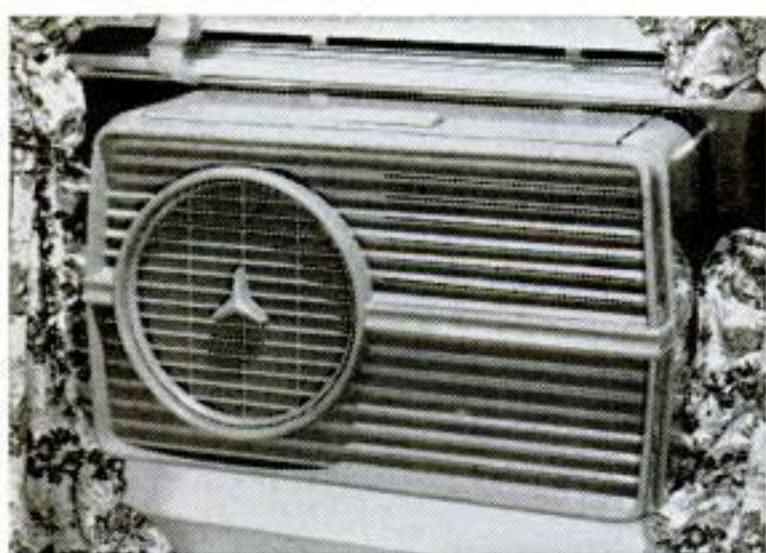
SELF-CONSCIOUS, Loretta recovers, dashes in to put on a dress. Change took only five minutes.

Fedders announces:

WORLD'S FIRST PUSH-BUTTON WEATHER!



THIS is Fedders exclusive "Built-In Weather Bureau". When it's hot and soggy outside, touch a button and give your livingroom, bedroom or office a "North Woods" climate...fill it with clean cool air that's fine to breathe, great to sleep in! The new Fedders Room Air Conditioner gives you *twin* filtering power, too. Catches more dust, soot, pollen. Helps relieve hay fever miseries... keeps rooms remarkably clean!



You can have the compact, dependable Fedders Room Air Conditioner for as little as \$3 a week. Fits in the window without alterations, pipes or ducts. A year-round comfort appliance... the Built-In Weather Bureau lets you ventilate a room or remove stale, smoky air. Find your Fedders dealer in the Classified Directory under "Air Conditioning". See him today!

FEDDERS

A Great Name in Comfort

FREE! MAIL COUPON TODAY!

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Please send me books checked on how I can sleep, work, live better with a Fedders.

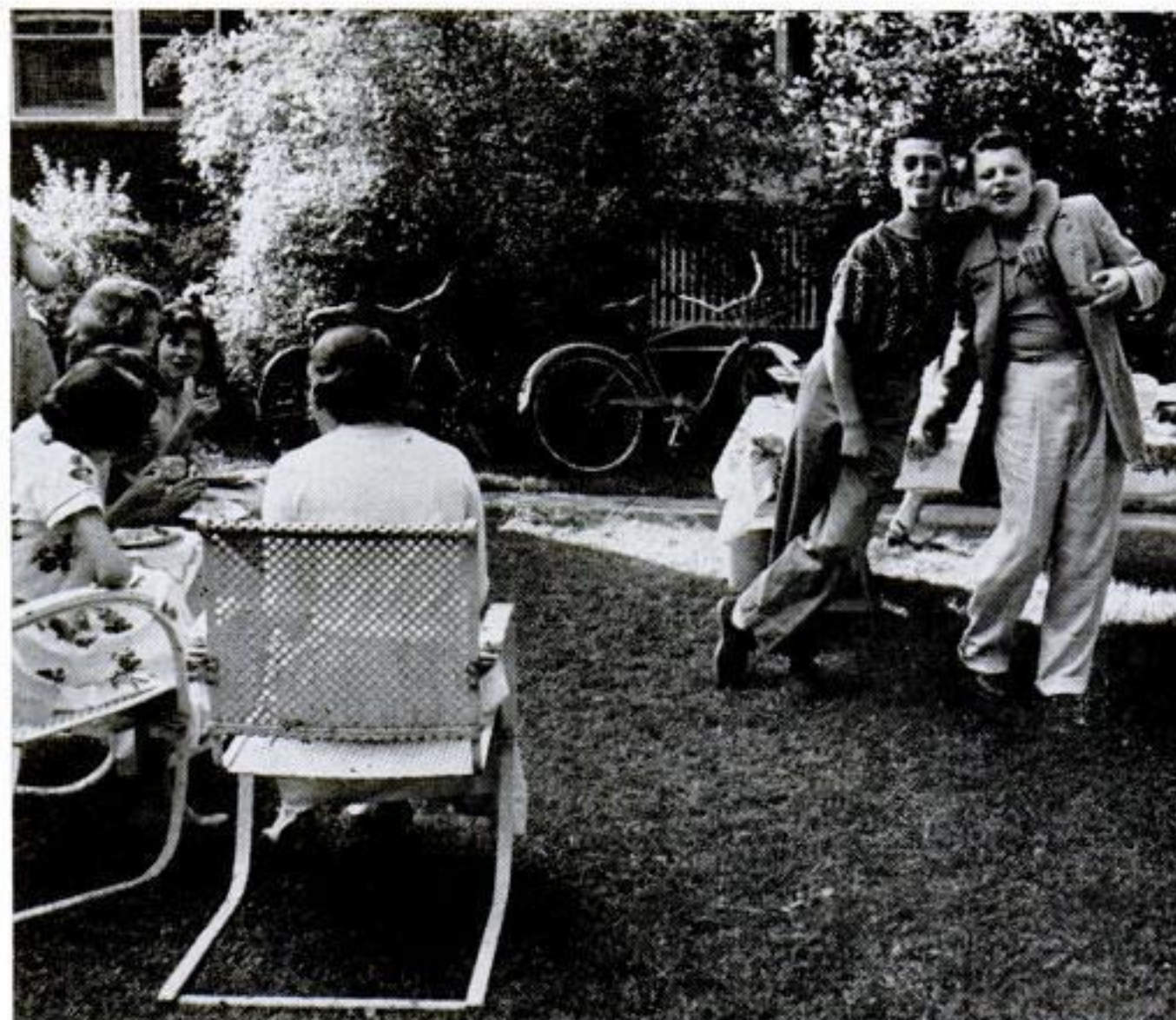
- ☐ "Healthier, Happier Living with a Fedders Room Air Conditioner."
- ☐ "How to Sleep Cool when it's Hot."

Name _____

Address _____

City _____ State _____

Surprise Party CONTINUED



A SLOW START of the party is marked by a sharp division of sexes. While girls lay plans for getting boys to dance, males put on awkward clowning act.



BOY BUFFOONS dance together, mimicking girls but avoiding them.



SHY GIRLS, Loretta and Kathleen Brown, dance, ignoring boys.



BOY MEETS GIRLS when Ed Doran (left) makes break despite efforts of Mike Borre to stop him. Girls greet Ed delightedly and party finally gets going.



If her birthday
is between
July 24 and August 23

She's born under the sign of Leo. She's dependable, loyal, idealistic, lovable. And just the type for the Elgin Daria with the heart that never breaks, the exclusive guaranteed DuraPower Mainspring that won't rust or wear out. \$47.50

She'd like an **ELGIN**
DARIA

Fed. Tax Incl.

WARNING!

use the only deodorant with

"Action-Proof" Protection!

Your most effective deodorant for checking perspiration—stopping odor.

Only Odo-Ro-No has new "Action-Proof" formula! Superior in every way!

Use daily for complete 24 hour protection.

People on-the-go use

ODO·RO·NO

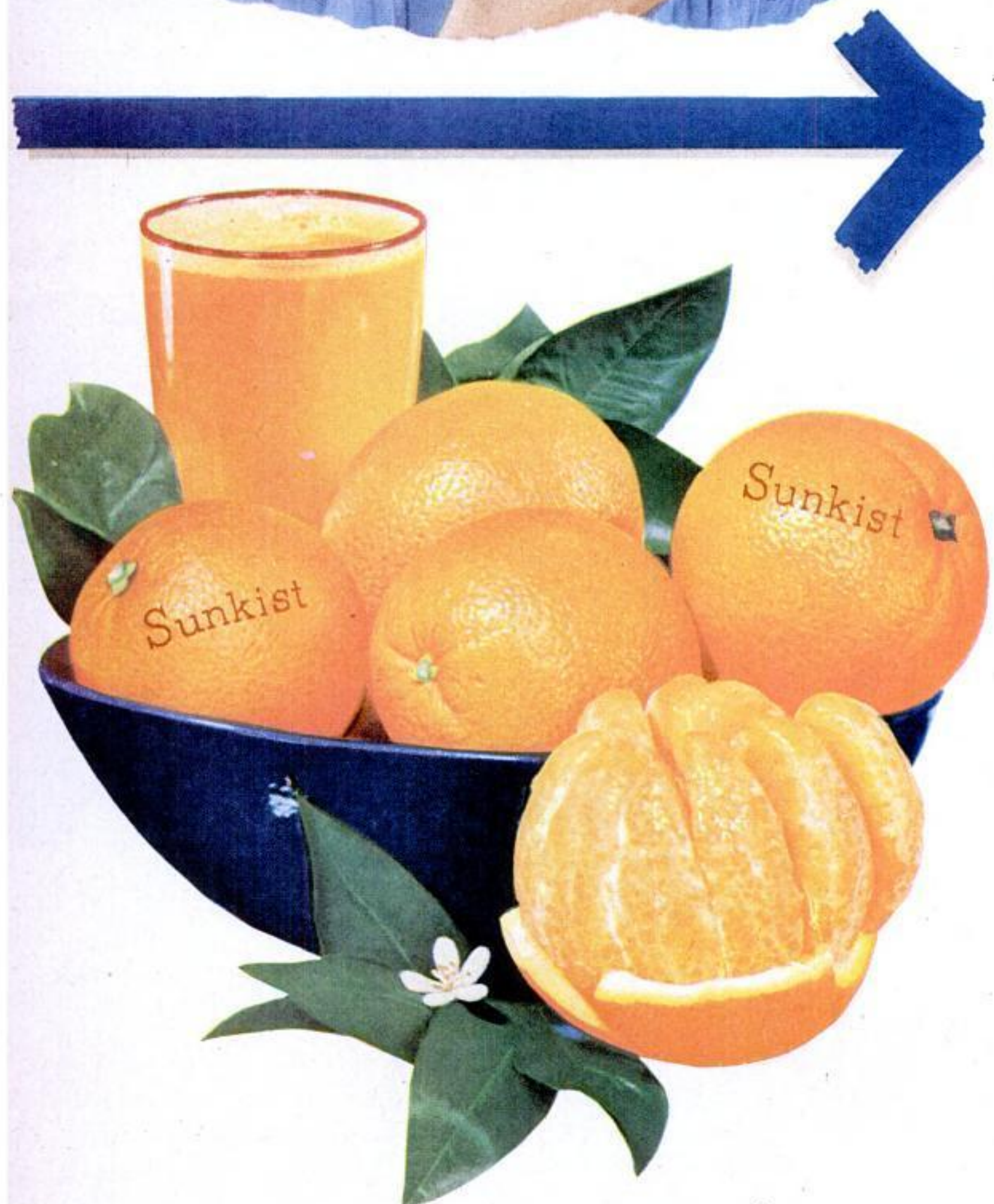
Special
Offer!



Send name, address, plus 10¢ for regular 25¢ Spray to Northam Warren Corp., Dept. A4, Stamford, Conn.

CONTINUED ON PAGE 117

Peel a golden Sunkist Orange and pop one of those plump, juicy segments into your mouth. Does anything taste better? How lucky this delicious food gives us so many things we need daily!



Scientists find the "meat" of the orange, as well as the juice, is remarkably rich in health values, and now advise everyone to eat an orange a day.

THE STARTLING NEW FACTS ABOUT THE "MEAT" OF FRESH ORANGES!

The Protopectins

—recently introduced to the public—
and 3 other remarkable health factors in
oranges are supplied largely by the
"meat" of the fruit. Here's what they
do for you...important new reasons
to EAT oranges daily.

HEALTH FACTORS FOUND IN THE "MEAT" OF FRESH ORANGES (in walls of the segments and juice sacs)	
PROTOPECTINS	Help prevent many digestive ills and upsets in both adults and children. Aid regularity. Improve digestion, so you get more <u>good</u> from the food you eat.
INOSITOL (of the B vitamins)	One of the lipotropic substances credited with protecting the liver from harmful fatty deposits. Similar deposits are associated with hardening of the arteries and other degenerative diseases.
BIOFLAVONOIDS	Research indicates the bioflavonoids strengthen the tiny blood vessels of the body—help them keep elastic and youthful in their function.
PRO-VITAMIN A	Pro-vitamin A is changed in the body to vitamin A, which is necessary for children's growth and important for normal vision and healthy skin.
These factors belong in a balanced diet. The peeled whole orange contains 10 times as much protopectin and bioflavonoids, 3 to 6 times as much pro-vitamin A, and up to twice as much inositol as the strained juice alone.	

Eat an orange a day, nutritionists now advise

Orange juice, long famous for its vitamin C and other essentials, is a wise and delightful health habit. But nutritionists now point out that when the fruit is *eaten*, all the vitamin C is obtained and the other factors as well.

Among the eating fruits you give your family, don't fail to include fresh oranges. See that each member of the family eats at least one orange a day.

Keep a bowlful of Sunkist Oranges handy for snack-time and bed-

time eating. Include one in every lunch box. Sunkist Oranges are tree-fresh, hand-selected. They are the finest grown anywhere in the world.



Easy Way to Peel an Orange

Score skin in sixths and strip off as shown, leaving the white material that clings naturally.

CALIFORNIA-ARIZONA VALENCIA ORANGES

Sunkist®

BEST FOR EATING—BEST FOR JUICE!

PRACTICAL IMAGINATION AT WORK FOR YOU

AIR CONDITIONING YOUR CAR

Now, from CHRYSLER CORPORATION—the highest capacity car cooling system!

*Even in the blazing heat of the Mojave—or the stifling heat
of humid cities—Chrysler Corporation engineers can keep you
comfortably cool in fresh air—with your car windows closed tight.*

Like to bask the year round in sparkling springtime weather? That's exactly the way Chrysler Corporation automotive and air-conditioning engineers have been seeing you in their minds' eye.

And, working with our Airtemp Division, they now bring you the Utopian goal of *perfect* weather you can switch on like a light!

With the Chrysler Fresh-Air Conditioning System, you twist a single knob, lean back and luxuriate in delightful climate.

Your car windows can stay tightly closed. Yet the air inside your car never goes stale, never builds up unpleasant humidity. And—blissful news-note for all victims of hay-fever—membrane-tickling pollen is filtered

out! So is dust from the road. So is excess moisture.

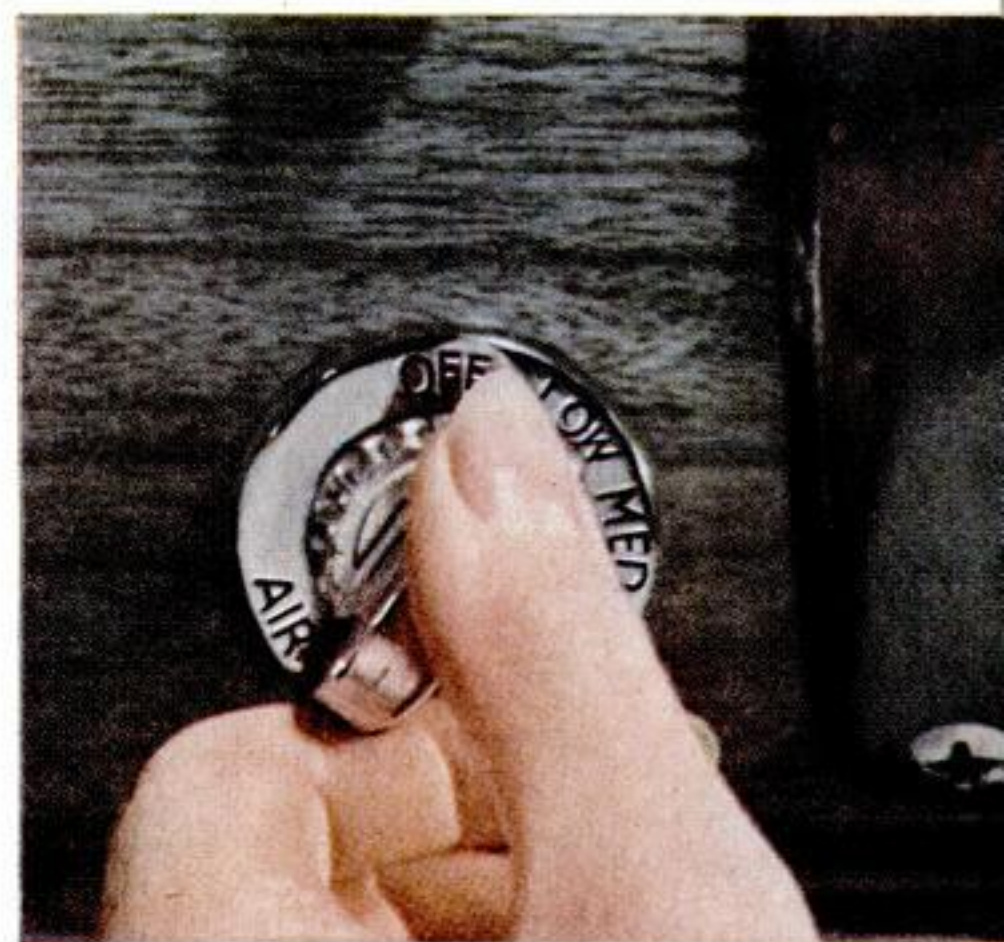
Through grilles, powerful fans draw in a constant stream of outside air. Thus, with the Chrysler system you enjoy cooled *fresh* air, even while your car stands still or creeps through congested areas.

Imagine your car, with windows closed, broiling under a summer sun. Reach in and switch on the Chrysler Fresh-Air Conditioning System. In just three minutes your 110-degree oven-on-wheels will be filled with exhilarating car weather in the 70's! Only Chrysler Corporation brings you this fast a "cool down"—for the Chrysler system has the highest cooling capacity ever engineered for passenger car use! It's equivalent to the melting of 2½ tons of ice a day.

Chrysler Corporation's system is now available on Imperials and Chrysler New Yorkers, and on some De Soto and Dodge models. It's



Practical imagination that brings you the good things first. Though they are driving through 110-degree desert heat, the passengers in this Imperial car are cool as cucumbers—enjoying springtime weather in the 70's. They beat the weather with the new Chrysler Airtemp Fresh-Air Conditioner unit that can produce cooling equivalent to 2½ tons of ice a day.



Perfect weather from a single control

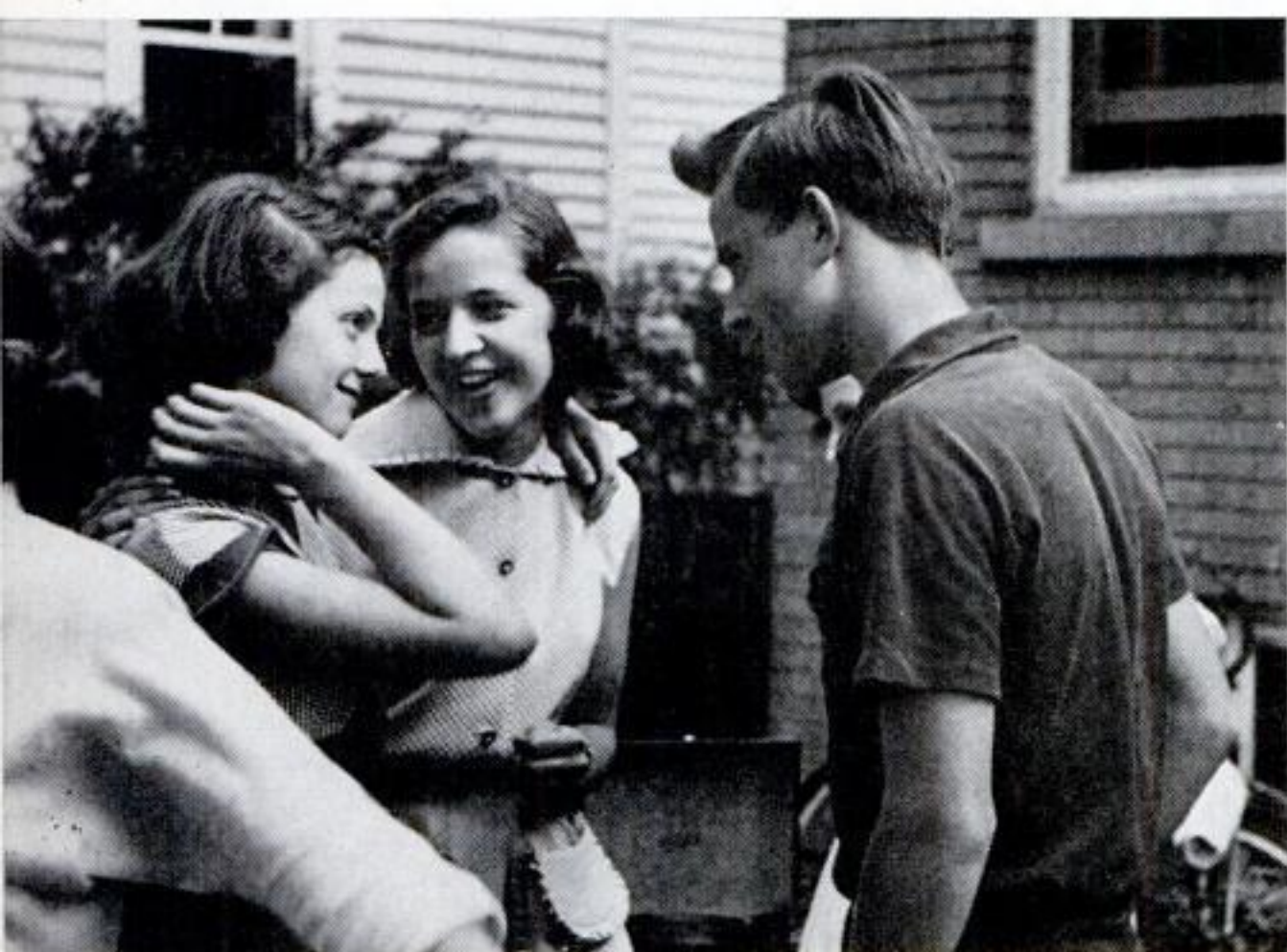
another example of the practical imagination that each year packs more *long-term value and worth* into each of the five great Chrysler Corporation cars.

Chrysler Corporation produces Plymouth, Dodge, De Soto, Chrysler & Imperial cars, Dodge Trucks, Chrysler Marine & Industrial Engines, Oilite Metal Powder Products, Mopar Parts & Accessories, Airtemp Heating, Air Conditioning, Refrigeration, and Cycleweld Cement Products.

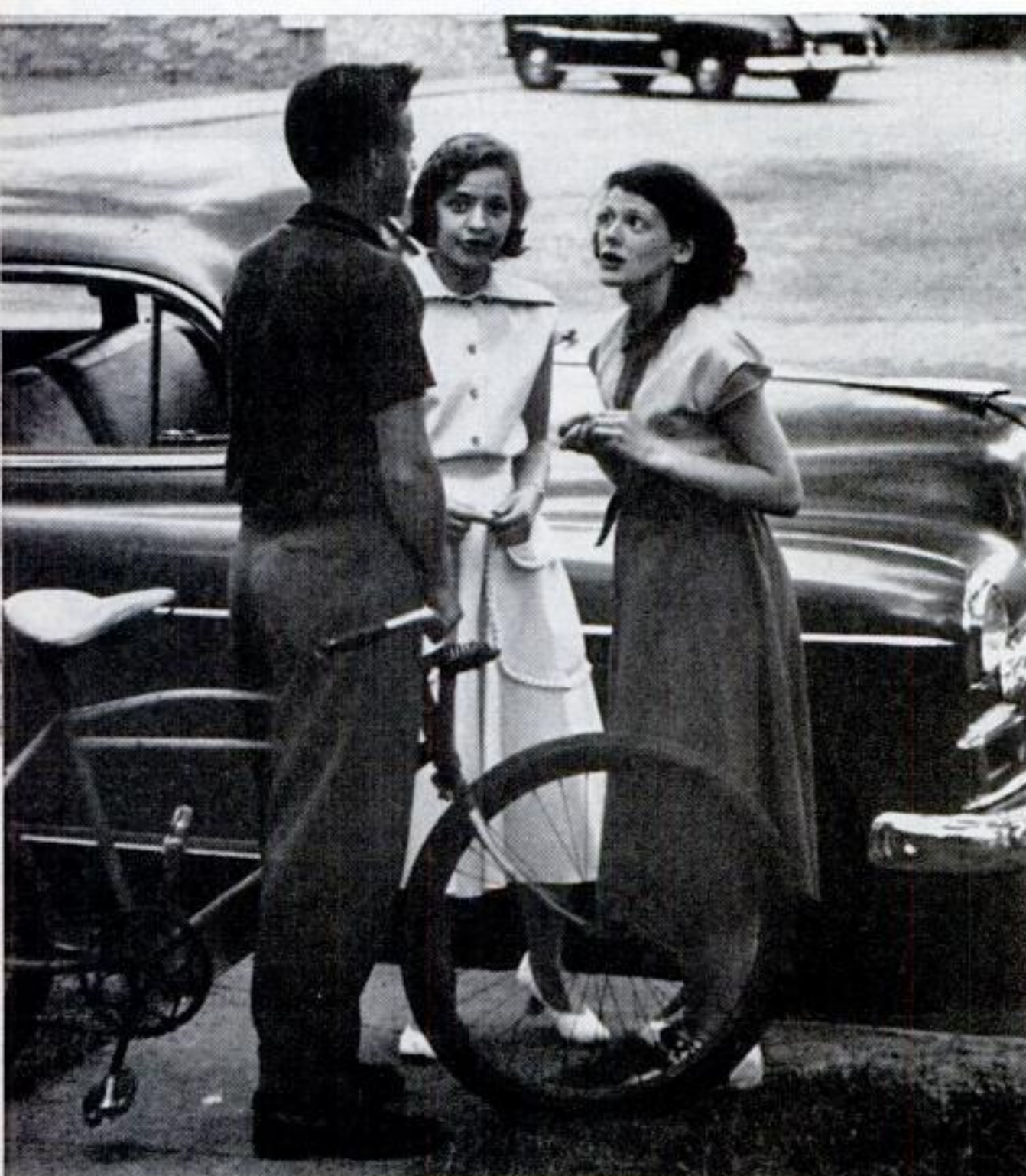
LORETTA MEETS HER HERO



FROM SAFE DISTANCE, Loretta admires Ronald Schopen, class hero. She clutches hand of Kathleen Brown as Ronald nonchalantly drinks his punch.



UP CLOSER but with her arm still around Kathleen's neck, Loretta finally starts conversation with Ronald. They talked about how good the punch was.



ALL ON HER OWN, no longer leaning on Kathleen, Loretta draws out her goodbys with Ronald who was, happily, the last guest to leave the party.

CONTINUED ON NEXT PAGE

Tess came home with a *tan*

Two bright girls on vacation. Tess was the one who men ignored . . . Martha the one they adored. So, all Tess got was a tan, but Martha came home with a man . . . and a ring on her finger! Moral: If you want to be popular don't tolerate that insidious thing* one moment.



Martha came home with a *man!*



LISTERINE STOPS BAD BREATH

4 times better than chlorophyll or tooth paste

Listerine Antiseptic not only stops *halitosis (bad breath) instantly . . . it usually keeps it stopped for hours on end. This superior deodorant effect is due to Listerine's ability to kill germs.

No chlorophyll kills odor bacteria like this . . . instantly

Isn't it just common sense then to trust to Listerine Antiseptic when you want to be extra-careful not to offend? You see, germs are by far the most common cause of halitosis. Because they start the fermentation of proteins that are always present in your mouth. In fact, *research shows that your breath stays sweeter longer depending upon the degree to which you reduce germs in your mouth.* Listerine instantly kills these germs by millions, including the bacteria that cause fermentation. Brush-

ing your teeth doesn't give you any such antiseptic protection. Chlorophyll or chewing gums do not kill germs. Listerine does.

Clinically proved four times better than tooth paste

No wonder that in recent clinical tests Listerine Antiseptic averaged four times better in reducing breath odors than the two leading tooth pastes, as well as the three leading chlorophyll products, it was tested against.

So, if you want really effective protection against halitosis, no matter what else you may use, use an antiseptic . . . Listerine Antiseptic. Kill those odor bacteria with Listerine. Rinse with it night and morning, and before any date where you want to be at your best.

LISTERINE ANTISEPTIC . . . the most widely used antiseptic in the world

SPAN-O-LIFE



*the exciting
new battery all
America
is talking about
because it's*

GUARANTEED FOR THE LIFE OF YOUR CAR!

Span-O-Life is the new battery that all America is talking about — guaranteed not for 12 months or 18 months or even two years, but *guaranteed for the life of your car!*

Now, before your old battery costs you money — put SPAN-O-LIFE in your car for the **LIFE** of your car!

Span-O-Life batteries now sold in 35 states. For the name of the Span-O-Life dealer nearest you, write to..

SPAN-O-LIFE

**LIFE-TIME BATTERY
CORPORATION OF AMERICA**

NEW BRAUNFELS, TEXAS

Surprise Party CONTINUED



SLEEPY NEIGHBOR, 3-year-old Thatcher Drew who was in bed by the time the party ended, looks out on festivities from the window of house next door.



DEPARTING GUEST banks sharply around hedge. Other guests say good-by, boys dashing off alone on bikes, the girls walking primly down the street.

I DRIVE-IN



"We give much faster service since we got shoes with Foamex comfort cushioning!"

In shoes... in slippers... ask for the pillow-soft comfort of Firestone Foamex cushioning.

Firestone

FOAMEX®

Relieve
**TIRED
EYES**

Ask for
LAV-OP-TIK



LAVOPTIK
Eye Lotion

● Bathe eyes often with cooling, soothing LAVOPTIK Eye Lotion. Quickly relieves itching, burning eyes. All druggists have

STOMACH UPSET?
banish Acid Indigestion
Heartburn fast with...

TUMS

FOR THE TUMMY

STILL ONLY 10¢ A ROLL
Three roll package
a quarter



GUARANTEED TO CONTAIN NO SODA

CLEANSE FACE IN SECONDS!

Cloth disks saturated in Dreskin skin freshener. One pad removes grime, make-up. By Campana.



Coolies

FACIAL CLEANSING PADS—29¢

Mothersill's

The fast-acting
aid in preventing
and relieving
Travel Sickness.

for ADULTS and CHILDREN



To LIFE's Readers:
In the August issue FORTUNE begins
a new series of monthly articles on...

The Changing American Market

The Next Big Thing in FORTUNE

"The great fact of the American Market today is not that it has changed from what it was before the war but that it's changed from what it was last year or last month. And all evidence indicates that the market will keep on changing."

Thus writes FORTUNE's Managing Editor Hedley Donovan in a recent memorandum to the editorial staff, broadly outlining "the next big thing in FORTUNE," a series to be called "The Changing American Market." The series will begin in August and continue monthly until every significant sector of the market, every critical new influence on the market, has been investigated, analyzed, and reported. It will be an extension of FORTUNE's well-known series "Selling in Today's Economy." Donovan's memorandum goes on to suggest the series' contents.

"The economists have some fascinating material about this changing market. There is more research work being done on it and better research than ever before. But most of it is buried in formidable-looking Federal Reserve Board surveys, professional journals, monographs, private memoranda, and so forth.



"What kind of market is it? What's it changing from? And to? You can't call it a buyer's market because to most people that implies generally a declining demand, and there isn't much sign of that. But you can't call it a sellers' market either because the sellers are having to shave prices here and there and generally butter up the customer.

"Beginning with the opening article in the August issue and at various stages of the series we'll be dealing with the growth of whole new groupings and layers of income. We'll deal with the suburb for in-

stance, for the growth of the suburb is not only a new political and sociological fact, it is a tremendous economic fact. One-fourth of all Americans now live there. The buying habits and tastes of the suburb continually set up great waves of imitation running back into the city and out into the country.

"We will explore what the customer or consumer might do *if*. If his income taxes were cut, how much of the increase in his income might he save? How much might he put into payment of debt? How much might he spend? What might he spend it on? If he plans now to buy a certain big-ticket item in 1954, what would it take to make him buy it in 1953? A 5 per cent price cut? 10 per cent? Drastic new model changes, or what?"

Autos, Houses, Food, Clothing

"In September we are going to focus on a specific market—the automobile market, one of the most important clues to prosperity. We are going to try to do two things in that story. First, to report the immediate situation in Detroit, which from everything we know is going to be a lively and highly competitive place in the autumn of this year. Then, we are going to take a look ahead. We suspect that some of the old rules of thumb are obsolete. What is the potential of the second-car market? What is the replacement and junking cycle of the mid-1950's? Does anybody know what normal automobile demand is any more?"

"Another market we must take up, of course, is housing. FORTUNE has already reported the fact that more houses and costlier houses are being sold in the U.S. this year than last. But at the same time it takes longer to sell houses in 1953 than it did in 1952. The customers are fussier. But there are more of them and they end up buying.

"Another great market, going through a radical change, is the food market. The factor of change applies equally to appliances and clothing.

"Along with detailed reports on the changes, present and prospective, in the markets of specific industries, we are also going to return later in the series to some of the general market forces described in the August article. We expect to do a full article on U.S. income distribution, another on expenditure patterns, another on the birth rate.

Greatest Boom You Ever Saw

"There are good reasons for thinking the U.S. will have a population of about 175 million by the end of this decade. Somewhere in the early 1960's, incidentally, when all the babies of the 1940's start getting married, there is going to be one of the greatest booms you ever saw.

"Beyond that? Perhaps the growing mar-



ket for services, or the \$10-billion-a-year vacation market; to my knowledge there has been no definitive treatment of the way the vacation business is absorbing an increasing share of the consumer dollar and influencing a large number of businesses. And there is that extraordinary thing, the new do-it-yourself market."

The memorandum concludes: "I really think we have the makings of an exciting series here. It is hard to think of any subject our readers care more about than the Changing American Market."

It is also hard to think of a more relevant business subject in the months to come, for the capacity of U.S. industry to turn out the goods is staggering. It has been estimated, for instance, that the electrical-appliance manufacturers will soon be able to turn out 7,000,000 refrigerators a year, yet sales are running at the rate of about 4,000,000; in kitchen ranges the figures are 3,000,000 capacity, 1,400,000 sales; in washers, 5,000,000 capacity, 3,900,000 sales.

The production is there; to be a Standard of Living, it has to be sold.

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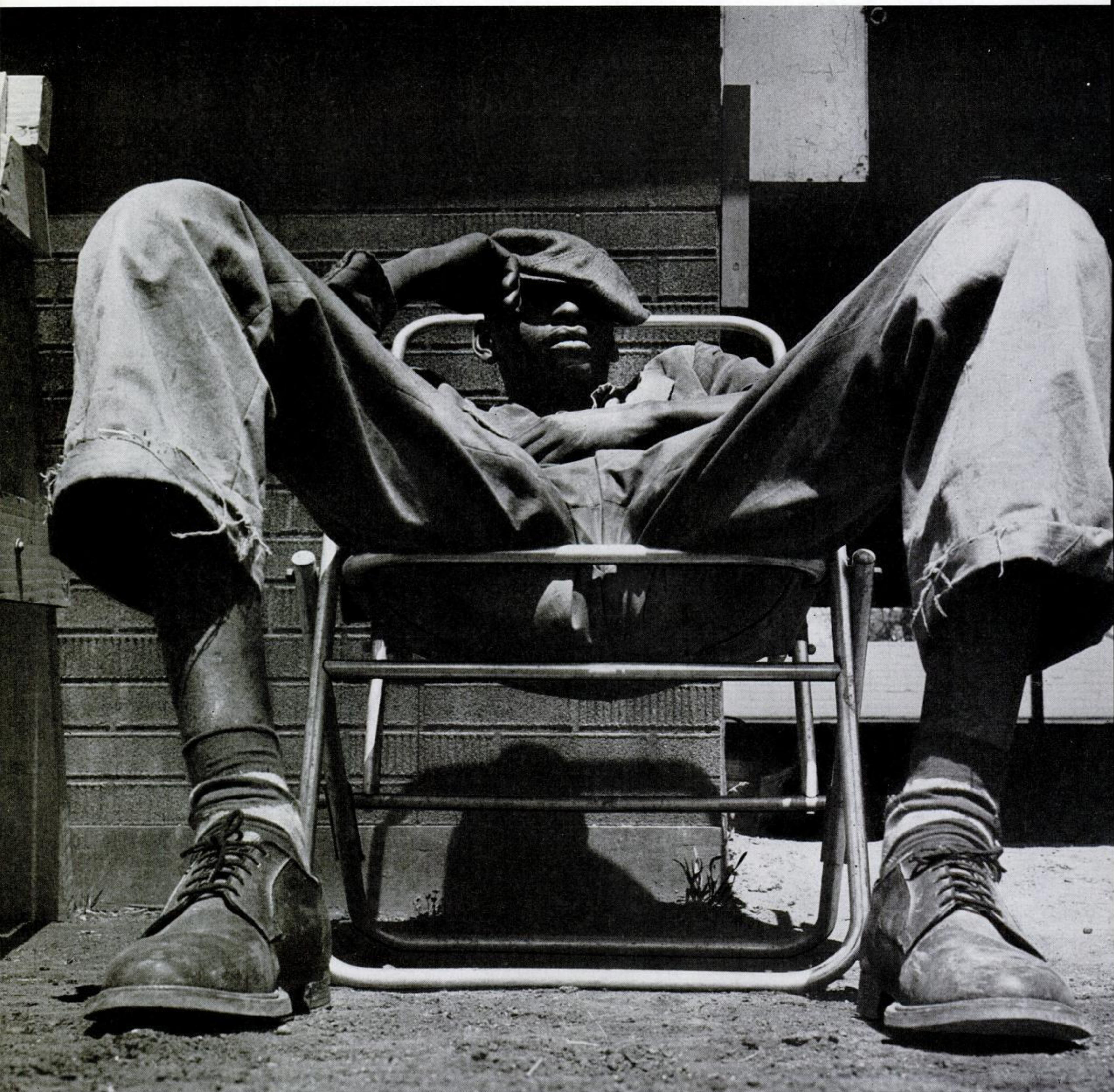
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Fortune



A SEAT IN THE SUN

Barney Cowherd is a blond, shy fellow full of caprice and whigmaleerie. Employed by the *Louisville Courier Journal*, he goes to all the fires and disasters newspaper photographers attend, but he is always looking around for his whimsical specialty—the wonder of a small boy watching his first parade, the fatigue of

pedestrians waiting for a traffic light to change (LIFE, July 11, 1949). One day recently Barney Cowherd was sent to the horse barns at Churchill Downs track. Seeing an incredibly loose-jointed barnhand drowsing in the afternoon sun, he turned away from his assignment briefly—just time enough to get this picture.



Mr. George H. Wheary, Jr.—distinguished president of Wheary, Inc.—one of America's largest luggage manufacturers. Working summers and nights in a factory, young George became a leather expert long before he finished college. Then, from head leather purchaser, he rose to factory manager and, in 1939, president. Under his direction new, lighter and more serviceable types of luggage have been developed and Wheary sales have practically doubled. Mr. Wheary is shown, above, in his Racine, Wisconsin, home.

Lord Calvert is *Custom Distilled* and blended for those who, like Mr. Wheary, seek a finer whiskey. It has an exceptionally

light body and a rich flavor, the like of which is found in no other whiskey. In fact Lord Calvert's *Custom Distilled* quality is so carefully guarded that each bottle is numbered and recorded at the distillery. You'll find that Lord Calvert—the "whiskey of distinction"—costs a little more, tastes a little better and adds a little more pleasure to living.



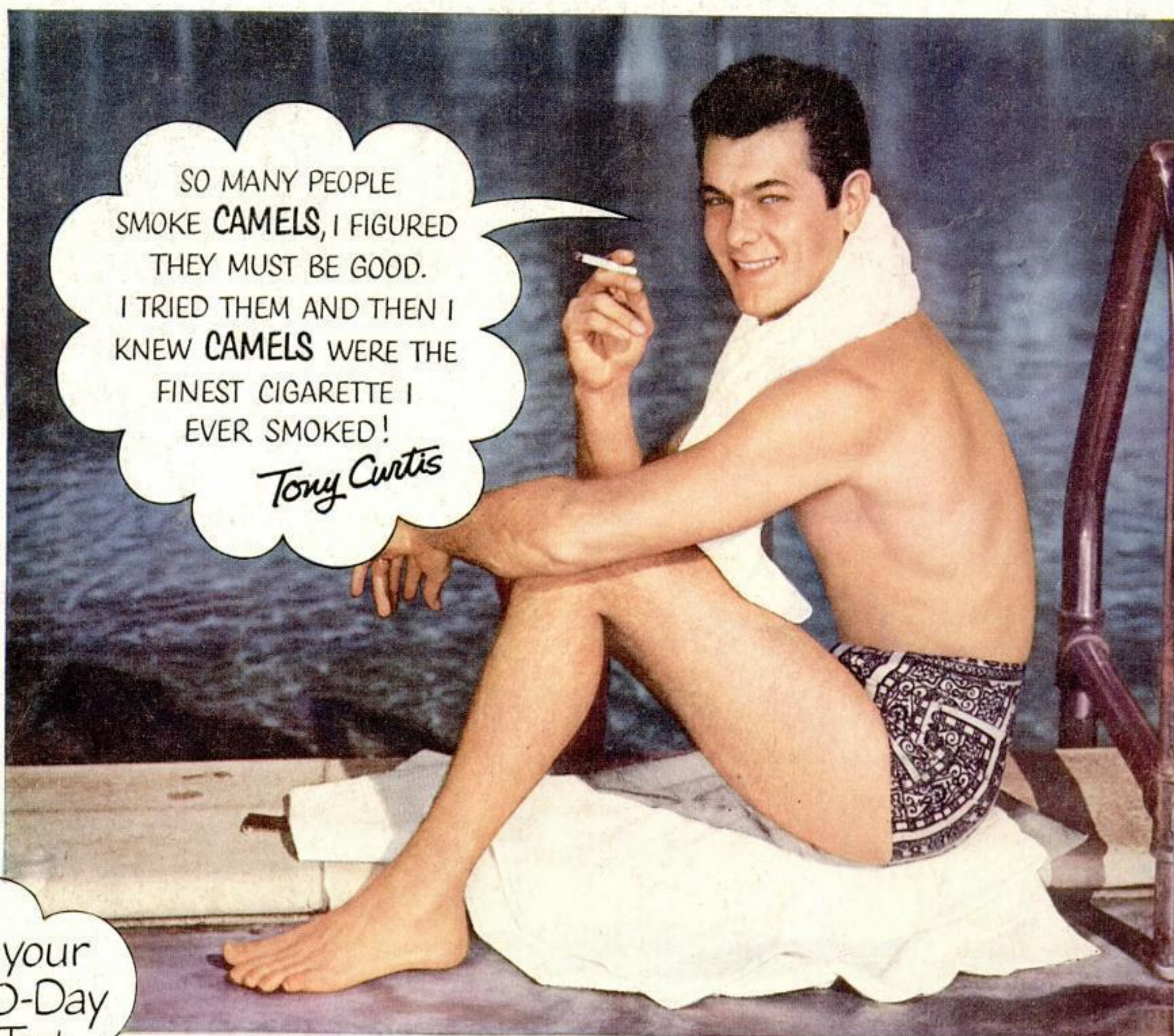
LORD CALVERT

Custom Distilled—for Men of Distinction

BLENDED WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY

TONY CURTIS—STAR OF U-I's "FORBIDDEN"

Why did you
change to
Camels,
TONY CURTIS?



SO MANY PEOPLE
SMOKE **CAMELS**, I FIGURED
THEY MUST BE GOOD.
I TRIED THEM AND THEN I
KNEW **CAMELS** WERE THE
FINEST CIGARETTE I
EVER SMOKED!

Tony Curtis



Make your
own 30-Day
Camel Test...
see why—

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

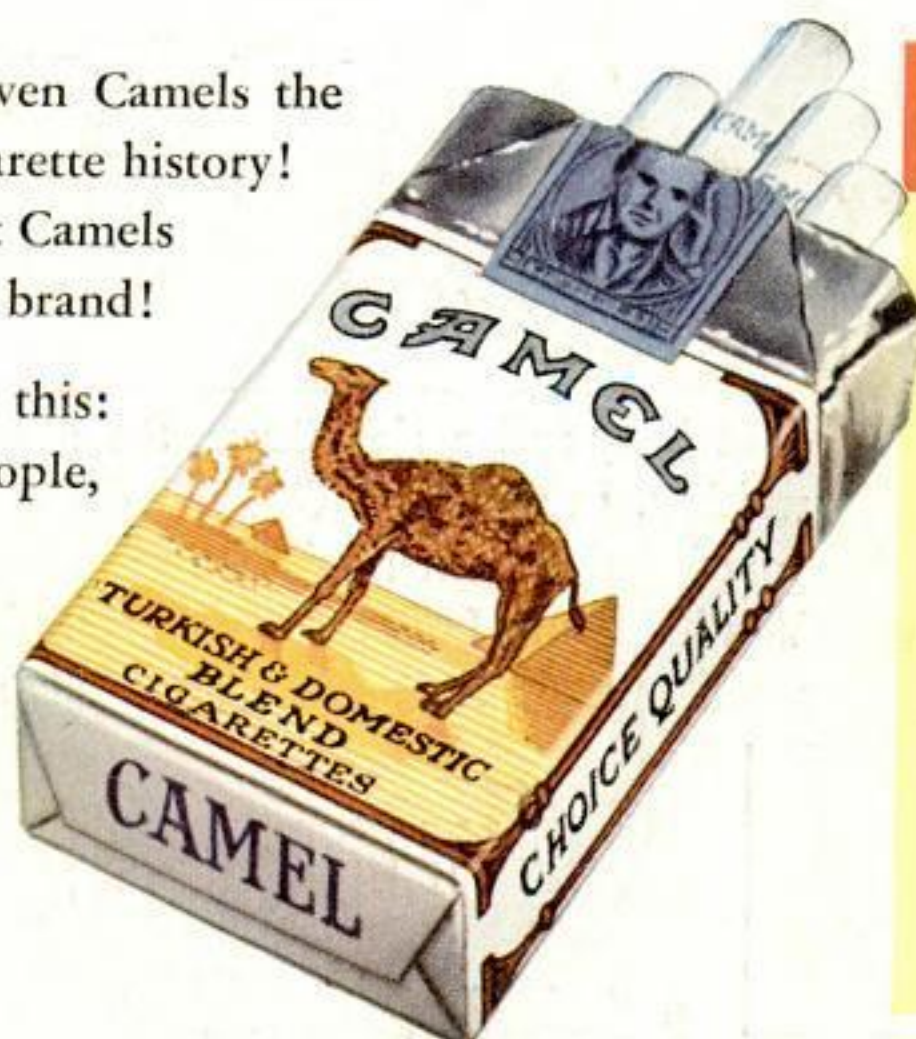
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CAMELS AGREE WITH MORE PEOPLE
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AMERICA'S smokers have given Camels the
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are 43% ahead of the second-place brand!

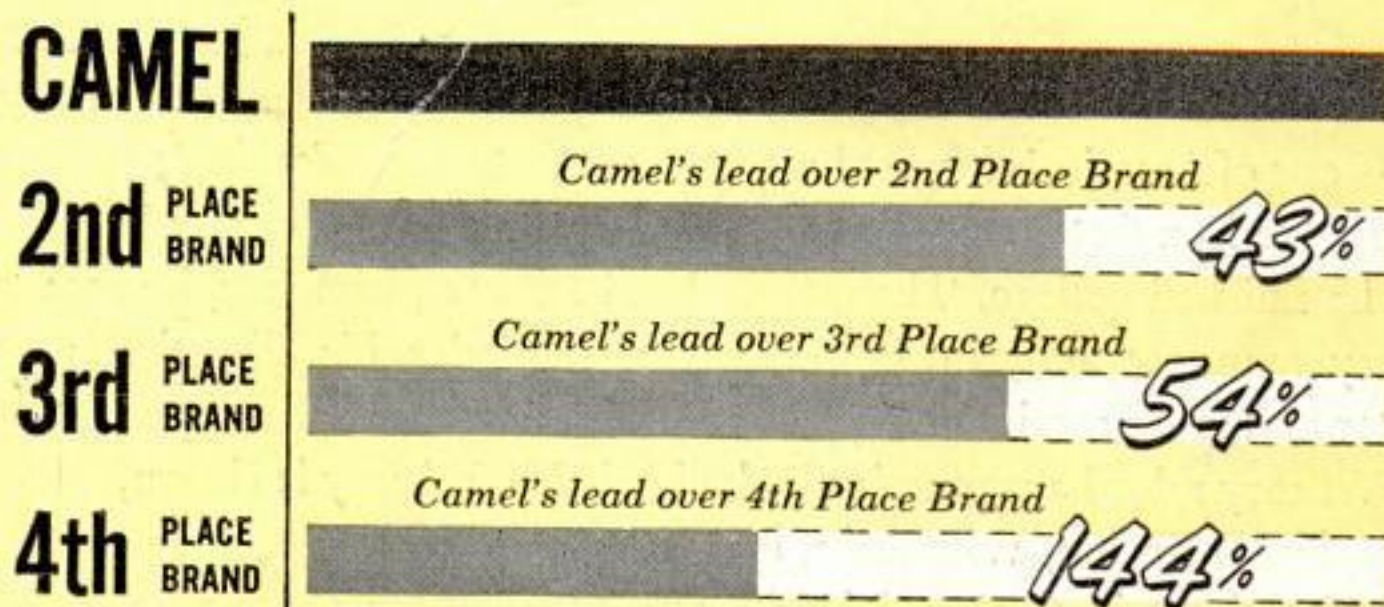
What does this mean to *you*? Just this:
to be so well liked by so many people,
Camels *must* be better!

Smoke only Camels for 30 days.
Find out for yourself how mild
and flavorful Camels are, how
friendly and agreeable Camels
are — pack after pack!



LOOK AT THE FACTS!

LATEST PUBLISHED FIGURES* SHOW
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*From Printers' Ink, 1953

MORE PEOPLE SMOKE CAMELS THAN ANY OTHER BRAND!